

MYSORE

The Home of Sandalwood

GENUINE Mysore Sandalwood Oil distilled from selected Mysore heartwood is recognized as the standard of quality by leading Perfumers the world over.

The delightful effect imparted by Mysore oil cannot be satisfactorily duplicated by any other perfume material.

Always specify MYSORE Oil and insist on sealed and serially numbered containers.

Distilled at our Linden, N. J. plant

Sole Agents for the United States
W. J. BUSH & CO., Inc., New York

Sole Agents for Canada
W. J. BUSH & CO. (Canada) Ltd.
Montreal, Canada

"Ye Oldest Essence Distillers"

W. J. BUSH & Co.
INCORPORATED

Essential Oils Aromatic Chemicals
Natural Floral Products

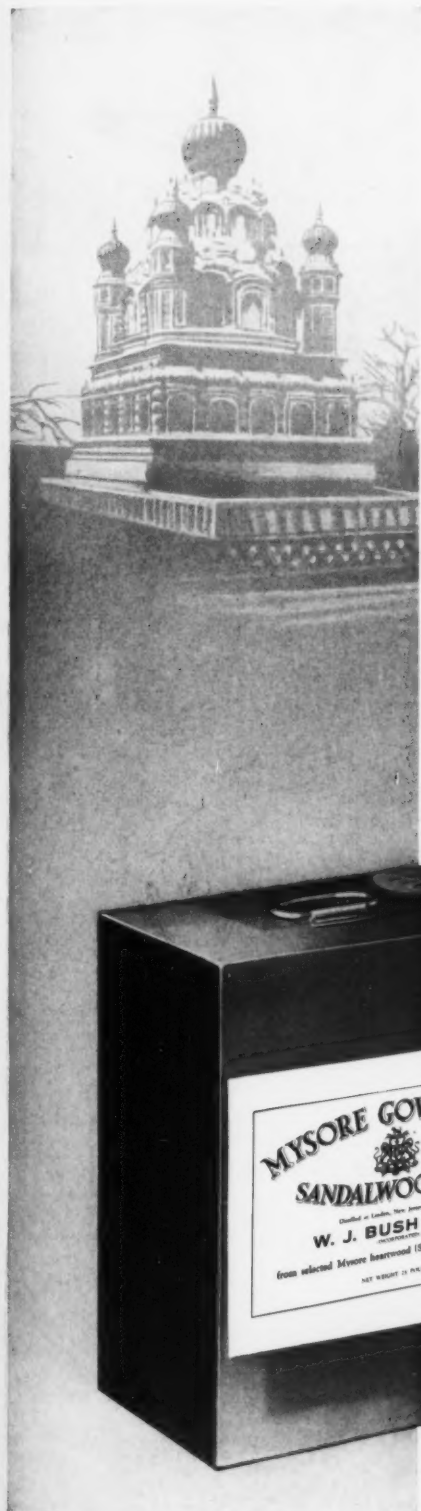
NEW YORK, N. Y.

LONDON

MITCHAM

MESSINA

GRASSE



GEORGE LUEDERS & CO.

427-429 WASHINGTON ST., NEW YORK

factory: Brooklyn . . . branches: Chicago, San Francisco, Montreal, Mexico City

Established 1885

OIL of ORRIS

Concrete
Liquid
Resinous

Full strength and of superb aroma.
Of our own manufacture and available at interesting figures. We employ only *the finest selection of Florentine Orris Root.*



TONQUIN MUSK

FROM CHINA

CIVET SPECIAL

FROM ETHIOPIA

As NOVELTIES

very desirable in the making of heavy, or Oriental type perfumes, we recommend

OIL of OLIBANUM

OIL of OPOPONAX

Both products of our factory.

Sole Agents for

CAMILLI, ALBERT & LALOUÉ
GRASSE, FRANCE

Manufacturers of the famous

MAXIMAROMES

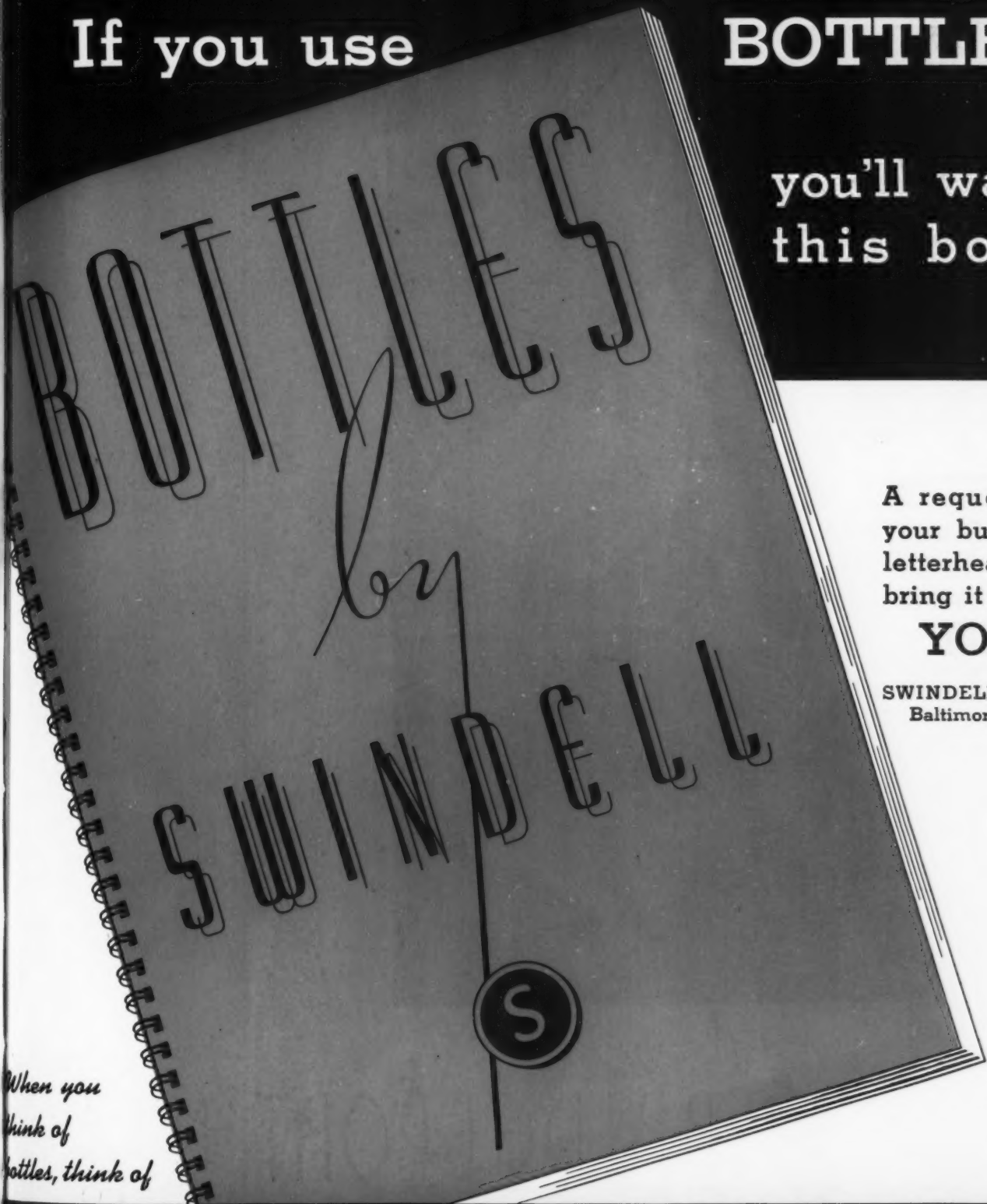
The World's Finest Natural Flower Essences

Published monthly by Robbins Perfumer Company, Inc., 9 E. 38th St., New York, N. Y. Volume 35, No. 5. Subscription rates, payable in advance: United States \$3.00 a year; Canada \$3.00; Foreign \$4.00. Single copies 30c. Entered as second class matter January 14, 1937 at the Post Office at New York, N. Y. under the act of March 3, 1879.

If you use

BOTTLES

you'll want
this book



A request on
your business
letterhead will
bring it to

YOU!

SWINDELL BROS.
Baltimore, Md.

When you
think of
bottles, think of

Swindell



The
BRIDGEPORT

ESTABLISHED 1909

METAL
GOODS
MFG. CO.

BRIDGEPORT, CONNECTICUT • TEL. BRIDGEPORT 3-3125

VANITY CASES • ROUGE CASES • PASTE ROUGE CONTAINERS
LIPSTICK HOLDERS • EYEBROW PENCIL HOLDERS • BOTTLE CAPS • JAR CAPS



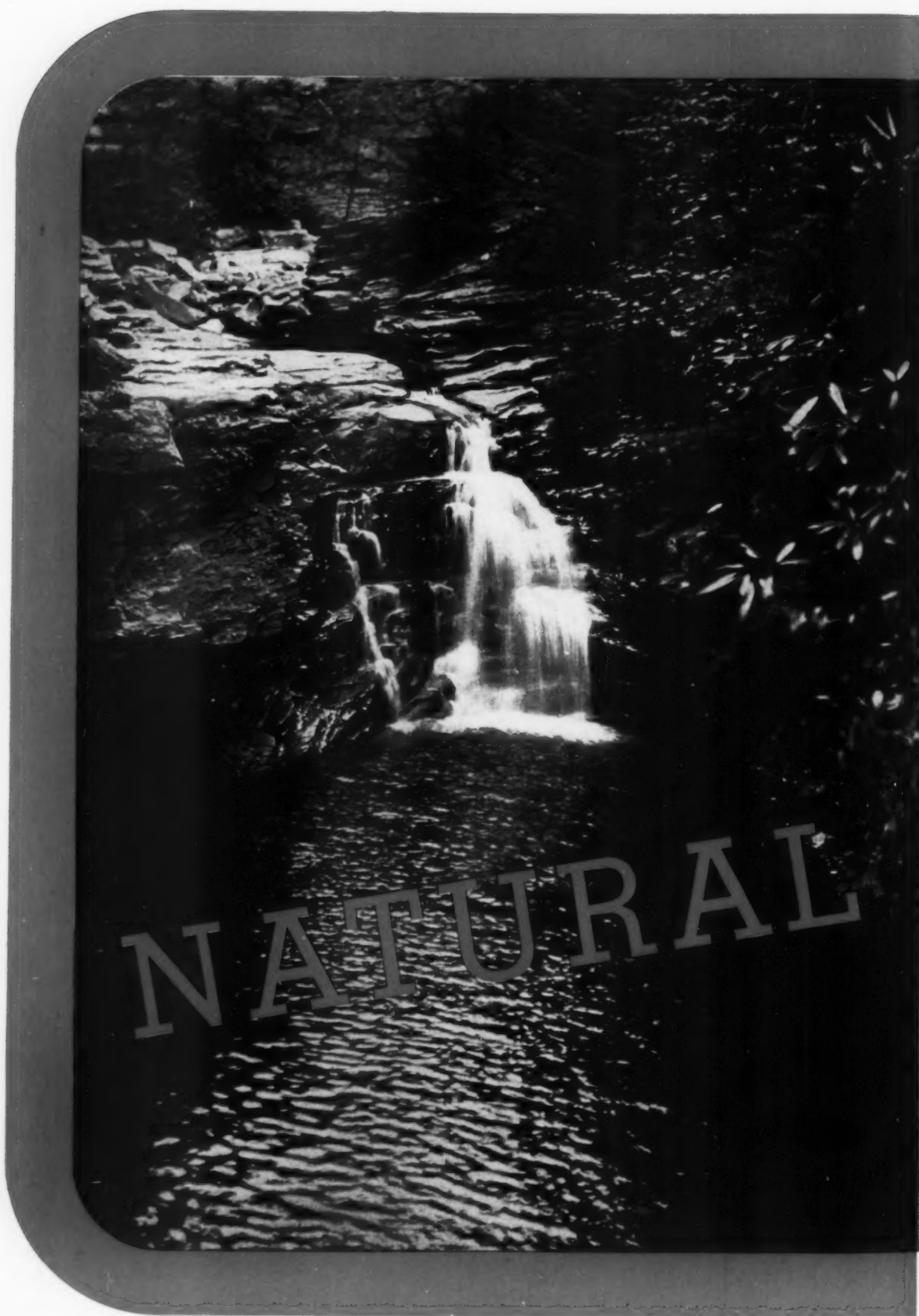
An old note with a modern twang—an odor to consider for your new line or for modernizing your old one: perfumes, toilet waters, astringents, creams and powders—Most desirable for its concentrated character and very economical to use.

Trial pound \$14.00—Trial ounce \$1.00

SAMPLES AND FURTHER INFORMATION ON REQUEST

Compagnie Parento, Inc.

Executive Offices and Laboratories: CROTON-ON-HUDSON, N. Y.
NEW YORK CHICAGO DETROIT LOS ANGELES SAN FRANCISCO
SEATTLE PORTLAND, ORE. COLOMBES, FRANCE LONDON, ENGLAND



JASMIN "38" possesses the natural characteristics of the true jasmin absolute. This remarkable creation shows none of the chemical harshness so often present in synthetic jasmins.

Anticipating the present scarcity of jasmin absolute, our scientists and perfumers carefully analyzed the finest natural products to discover hitherto unnoticed constituents. As a result of their findings, **JASMIN "38"** is a true simulation of jasmin absolute, which it can replace, completely or in part, in any formula.

We will be pleased to send a sample for your tests.

The price of **JASMIN "38"**; \$3.00 per ounce;
\$44.00 per pound.

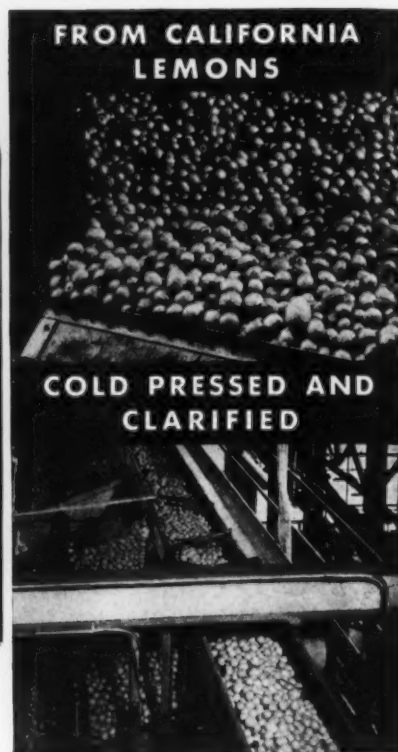
VAN AMERINGEN-HAEBLER, INC.

315 Fourth Avenue, New York City
Factory, Elizabeth, New Jersey

CHICAGO	LOS ANGELES	SAN FRANCISCO	TORONTO
SEATTLE	PORTLAND	ATLANTA	SALT LAKE CITY



**A U.S.P. OIL FOR THE
AMERICAN TASTE**



No wonder it's **MORE THAN TWICE AS POPULAR
AS ALL OTHER LEMON OILS COMBINED**

HIGH quality and right price have made Exchange Brand Oil of Lemon, U. S. P., the unquestioned leader in the United States.

It is made in the world's largest plant devoted exclusively to lemon-products. Nowhere else are there the facilities to keep production quality so uniform. Nowhere else has the American taste been so successfully met.

Be sure to specify it by name: Exchange Brand Oil of Lemon, U. S. P. (Clarified).

Sold to the American market exclusively by
FRITZSCHE BROTHERS, INC. • **DODGE & OLCOTT COMPANY**
76 NINTH AVENUE, NEW YORK, N. Y. • 180 VARICK STREET, NEW YORK, N. Y.

Distributors for
CALIFORNIA FRUIT GROWERS EXCHANGE

Products Department, Ontario, California
Producing Plant: **EXCHANGE LEMON PRODUCTS COMPANY**
Corona, California

Copr., 1936, California Fruit Growers Exchange, Products Dept.



FORMULA for BUYERS

DURING periods of rising costs a purchasing agent's ability to buy with intelligent discrimination is put to its severest test. Too often his better judgment is befogged by urgings of economy accompanied by the insistent temptings of those suppliers who seem always, despite restricted resources, to have materials for sale that are much less costly but "just as good." The buyers who survive this ordeal wholly unscathed are comparatively few. Those who do, however, are guided by one simple formula: They confine their purchases to well established and reputable sources of supply. By so doing they assure themselves raw material values borne of vast resources, long experience and the contingent responsibilities of a good name.

FRITZSCHE BROTHERS, Inc.



Lilium



*An
Outstanding
Lily of the Valley*

OTHERS in our QUALITY GROUP

AVRYLLIS
(Lilac)

•
ACINTHIA
(Hyacinth)

•
JASOLEA
(Jasmine)

•
HELIOTROPE
FLEURS CONCRETE
•

MAKES BETTER PERFUMING AS EASY AS A, B, C

*G*OOD perfuming is a comparatively simple problem for those who patronize *reliable* sources of supply. And when time-tried materials such as LYLIUM are used it is every bit as easy as A, B, C

LYLIUM "A"

. Strongly backed with natural floral extractions, this outstanding lily of the valley is a delightful reproduction of a Muguet Base. Its use in the finest extracts and toilet waters will impart a fragrance comparable to that of the costliest importations. . . .

LYLIUM "B"

. Priced somewhat lower, LYLIUM "B" is a made-to-order odor for all-around use in creams, toilet waters, perfumes, lotions, powders and general cosmetic work. Blended with other odors it contributes a refreshing plantlike character to the composition. . . .

LYLIUM "C"

. Lacking somewhat the intensity of the other two grades, LYLIUM "C" represents an exceptional odor value for perfume and cosmetic preparations in which low cost is an essential consideration. Many a low grade composition can be measurably improved by the addition of a small amount of LYLIUM "C". . . .

In these three grades of LYLIUM we have embodied the simple A. B. C.'s of a good perfume—extra quality, exceptional adaptability and moderate cost. Your request will bring samples of any one or all three grades.

"Fragrance Creates Sales Appeal"



FRITZSCHE

Brothers, inc.

816 WEST 8TH STREET LOS ANGELES, CAL.

Proprietors of PARFUMERIES de SEILLANS Seillans, France

FRITZSCHE BROTHERS, of Canada, Ltd., 77-79 Jarvis St., Toronto, Canada

PORT AUTHORITY COMMERCE BLDG.

76 NINTH AVENUE, NEW YORK, N. Y.

118 WEST OHIO ST. CHICAGO, ILL.

ABSOLUTES

*...the Essence of the Flower
...the Backbone of Your Fragrance*

No composition can possess a true floral character without the addition of some of the natural essence of the flower. Each of the following ABSOLUTES represents the complete, pure odor of its respective flower or plant—just as Nature made it. All are produced at our Seillans factory and come to you at cost plus only the manufacturer's legitimate profit.

CASSIE ANCIENNE	OAK MOSS
GENET	OAK MOSS, EXTRA FINE
GERANIUM	ORANGE FLOWERS
JASMINE	ORANGE FLOWERS WATER
JASMINE, ENFLEURAGE	ROSE
JASMINE, CHASSIS	ROSE, BULGARIAN
JONQUILLE, ENFLEURAGE	SAGE, CLARY
LABDANUM	TUBEROSE, ENFLEURAGE
LAVENDER	TUBEROSE, CHASSIS
MIMOSA	YLANG YLANG
CONCRETE LAVENDER FLOWERS	
CONCRETE LAVENDER FLOWERS, Colorless	
CONCRETE LABDANUM	



FRITZSCHE BROTHERS, Inc.
Port Authority Commerce Bldg.
76 Ninth Ave., New York, N. Y.

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PARFUMERIES DE SEILLANS, SEILLANS (VAR), FRANCE



Lasting Beauty

This handsome candy box (shown in full color on the front cover) will be in use long after its contents are gone. Its utility is a sales story in itself. The brilliant lithography is an excellent example of the beauty and richness of Canco reproduction in color on metal. Why not let Canco suggest an attractive new container that will produce gratifying results for *your* product?



AMERICAN CAN COMPANY

230 PARK AVENUE

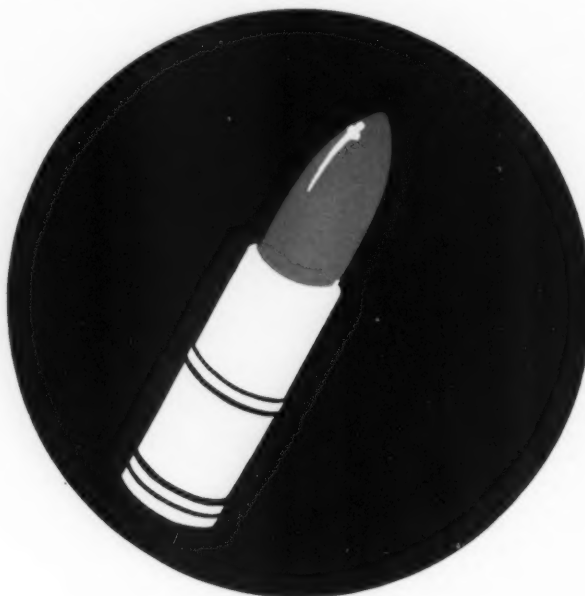
NEW YORK, N. Y.

Radiance

the self-selling lipstick

The first glance creates desire. Once the consumer sees the gleaming and lustrous texture . . . once she is told that it retains the same intriguing and velvet bright glow until the last particle is used . . . that it does not dull or "sweat" with use or exposure . . . she will want to buy one. And soon she will be telling her friends about the wonderful new lipstick she has discovered.

Our clients tell us that RADIANCE is the greatest advance in lipstick manufacture in a decade. When you see samples we feel certain you'll agree. Write or wire today!



We make private brand cosmetics exclusively. We do not compete with those we serve.

***rouge compacts • creme rouge • eye shadow
face powder • powder compacts • cosmetique***

HELFRICH LABORATORIES

HELFRICH LABORATORIES • 564-570 WEST MONROE STREET • CHICAGO
HELFRICH LABORATORIES OF N. Y. C., INC. • 30-34 WEST 26th ST. • NEW YORK
HELFRICH LABS. OF CANADA, LTD. • 690 KING ST., WEST • TORONTO, ONTARIO

CABLE ADDRESS: HELFLABS, NEW YORK • CHICAGO • TORONTO

BALDWIN & BALDWIN • 819 Santee St. • Los Angeles, Calif.
CHARLES H. CURRY • 420 Market St. • San Francisco, Calif.



Cyclamal

*Has passed the
Experimental Stage*

It **is** being used and **has** been used by some of our larger customers for years. Cyclamal has been **proven** to be a chemical of exceptional value. Why?

Its refreshing and powerful odor.
Five times stronger than Hydroxy Citronellal.
It is stable.
Ripens and improves with age in the finished product.
Remarkable fixing ability. Boiling point 250° C.
Freedom from discoloration.
Reasonable cost.
May be used in moderate priced odors as well as the most expensive extracts.

We tentatively suggest its use in the following proportions:

Cyclamen—1 part Cyclamal to 5 parts Hydroxy Citronellal.
Lily of the Valley—1 part Cyclamal to 15 parts Hydroxy Citronellal.
Linden—1 part Cyclamal to 4 parts Hydroxy Citronellal.
Lilac— $\frac{1}{2}$ to 2% of the whole compound.
Mimosa—1 to 2% of the whole compound.
Honeysuckle—1 to 2% of the whole compound.
Fancy Odors—1 to 5% of the whole compound.

Samples will be cheerfully sent upon request.

Agfa Cyclamal is of 100% Purity.



ACFA AROMATICS DIVISION
GENERAL DRUG COMPANY

170 West 42nd Street • New York City 220 W. Madison St. • Chicago 907 Elston Street • Waukegan, Ill.
Transportation Bldg. 1001 Broadway • Los Angeles, Cal.

TH. MUHLETHALER S.A.

NYON
SWITZERLAND

Manufacturers of

HIGH GRADE PERFUMERY RAW MATERIALS *for the*
SOAP, PERFUMERY & COSMETIC INDUSTRY

PLEASE
ASK FOR SAMPLES
OF OUR
LATEST
CREATIONS

LILY OF THE VALLEY

LILAC • FOUGERE • CHYPRE • ROSE • VIOLET

From our representatives for the United States and Canada

ORBIS PRODUCTS CORPORATION

215 PEARL STREET

NEW YORK CITY, N. Y.

KIMBLE VIALS

Glass

LIGHT IN WEIGHT *and*

MOISTURE PROOF



MODERN INDUSTRY strives for elimination of weight and bulk in all shipping and handling activities. Especially is this true where packaging is involved, for products must travel at low fare.

When you select Kimble Glass Vials as your containers for sampling or packaging drugs, perfumes, proprietaries or kindred merchandise, you at once minimize your shipping costs and enlarge the sphere of markets you can economically cover.

Kimble Glass Vials make the lightest glass package available. A gross of 1 dram vials, for example, weighs but 1 lb., 8 oz. net.

Combined with this valuable feature of low-cost travel, Kimble Vials are fully moisture-proof and

air-tight. They have the desirable quality of convenience, unlimited closure possibilities, strain-free (annealed) construction, and perfect transparency... a modern small container offering universal sales-appeal which has won widespread consumer acceptance.

Consult Kimble before you decide on your next packaging or sampling container. It is your shortest step toward assured and permanent profits.



• • • *The Visible Guarantee of Invisible Quality* • • •

KIMBLE GLASS COMPANY VINELAND, N. J.

NEW YORK • CHICAGO • PHILADELPHIA • DETROIT • BOSTON

Our
ASEPTIPUFS
are
permanently
antiseptic

These powder puffs are not to be confused with so-called sterilized puffs—for sterilization is only a temporary condition, ineffective with first use of the puff.

Our velours and wools are treated with antiseptics when manufactured. The puff remains antiseptic throughout its life, or until washed. The inhibitory action is constant—always on the job battling Bacteria, protecting the reputation of your cosmetics. • *WRITE TODAY for literature and samples.*

ASEPTIPUFS always sanitary (Of course the unusual attractiveness of our powder puffs has also helped to make them so outstandingly popular.)

•
COMPACTS

•
ROUGE and POWDER (More than 150 tints)

•
LIPSTICKS (All indelible shades—consistencies a la mode)

•
CREAM ROUGE (All shades)

•
EYE SHADOW (All shades)

•
EYEBROW PENCILS

•
WATERPROOF MASCARAS
 •

All our products guaranteed for chemical purity. For your further protection, Products Liability Insurance carried.

OXZYN COMPANY • **ORIGINATORS OF**
NATURAL ROUGES

IN BUSINESS SINCE 1877

NEW JERSEY OFFICE: 257 Cornelison Ave., Jersey City

CANADIAN OFFICE: 2109 Ottawa St., Walkerville, Ont.

Telephone Calls Originating in New York will
 be accommodated through REctor 2-8360.
 In Jersey City Phone Delaware 3-2560.



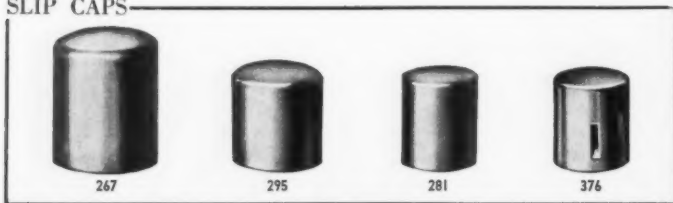
presenting NICOTINIA VERLEY

Perhaps you remember the old-fashioned garden that little old lady cared for so tenderly back home. She had a patch of "Sweet Tobacco" blossoming there, that we loved to pass at sundown. How fragrant! The memory lingers still. Nicotiana Assimis, they call it now. We used to call it Evening Star or Sweet Tobacco . . . Picture, if you will, a sweet, powerful blend of Jasmin, Tuberose, Carnations, and Roses — with just a bit of the pungency of Narcisse . . . We offer Nicotinia as a glorified replica of this fragrant American garden favorite. We think you will like it. It can be used in all toilet goods. Samples upon request.

ALBERT

VERLEY *aromatics*

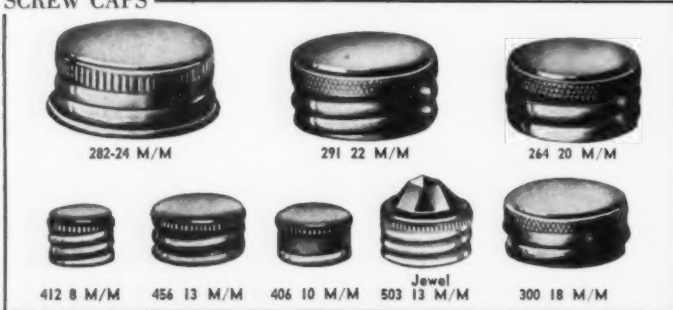
SLIP CAPS—



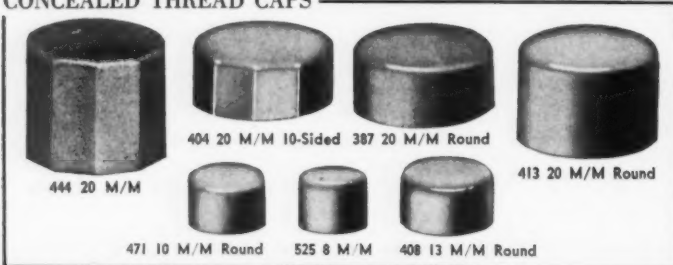
TALCUM CAPS—Plain & Knurled—



SCREW CAPS—



CONCEALED THREAD CAPS—



MISCELLANEOUS—



Improve

THE APPEARANCE OF YOUR PACK-
AGE with an attractive serviceable
stock or specially designed



CAP

For perfumes, talcum and tooth
powder, bath salts, lotions, etc.

Furnished in a variety of de-
signs in fancy metal—plain brass—
aluminum—brass nickel plated
—nickel silver—stainless steel
. . . Enameled caps, all colors.

Our "Negative Finish" resists
acids, alkalies and alcohol.

Samples and prices on request.

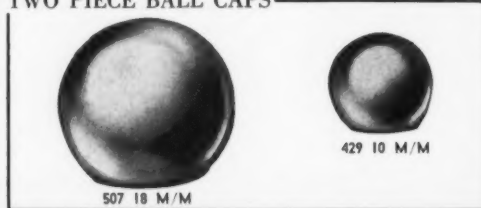
BRASS GOODS

MANUFACTURING CO.

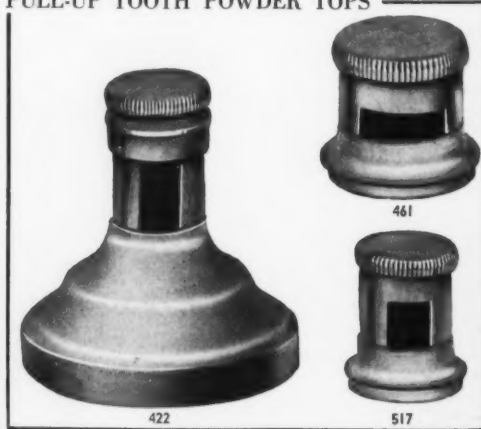
345 ELDERT STREET
BROOKLYN, N. Y.

Phone: Foxcroft 9-3900

TWO PIECE BALL CAPS—



PULL-UP TOOTH POWDER TOPS—

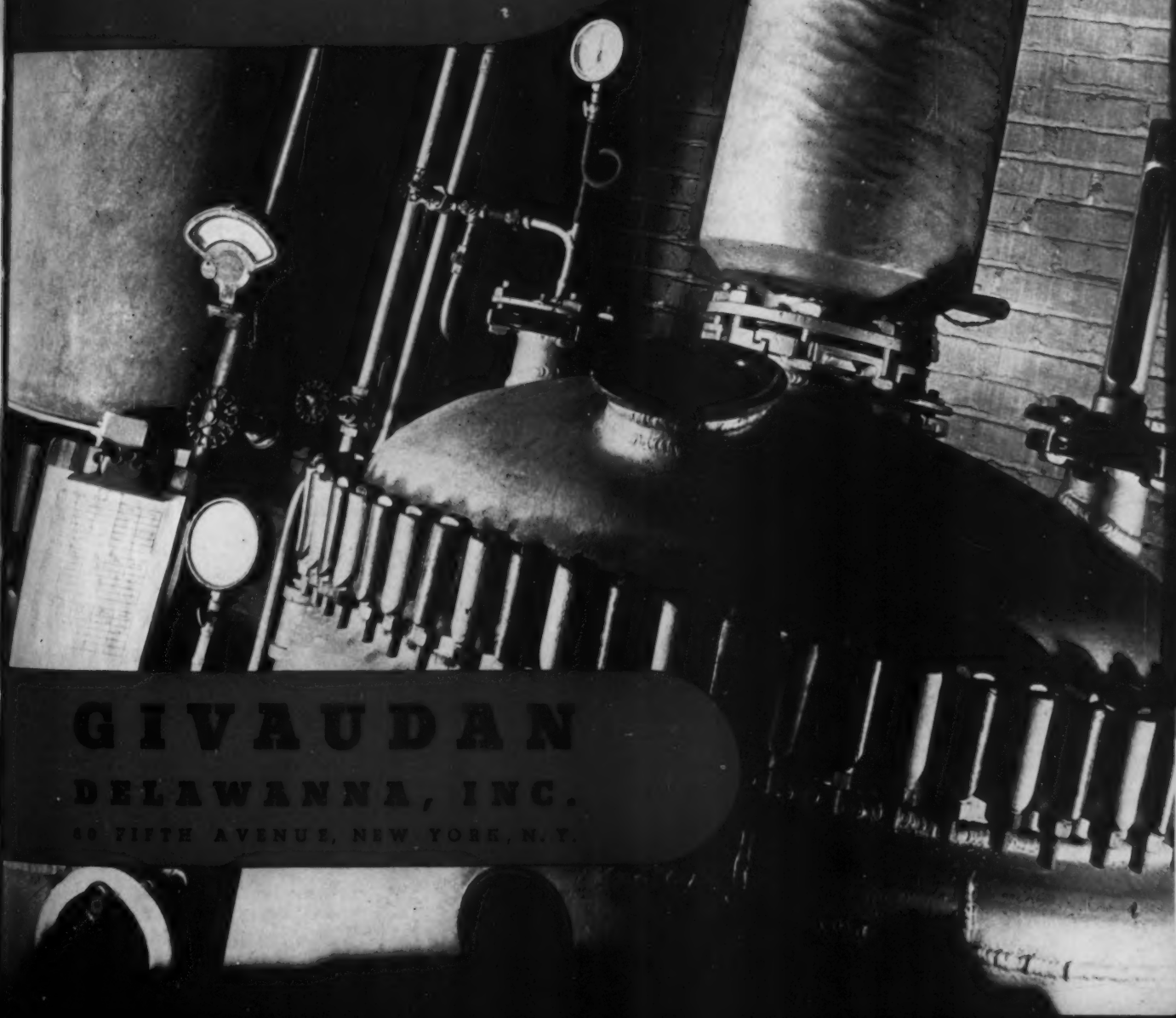


CUSTOM DESIGNS IN STAMPED AND DRAWN METAL SPECIALTIES

B-G Caps for Perfumes, Talcum, Tooth Powder, Bath Salts, Lotions, Salt & Pepper Shakers, etc. . . Sifter Top Caps, Slip Caps (Round, Square, Oval, Slotted).

FOR THE FIRST TIME

"For the first time" is a phrase used with increasing frequency in describing products of Givaudan origin. First in the production of a wide variety of materials for perfume and cosmetic compositions, Givaudan is again first to produce Thymol U. S. P. on a large commercial scale in America directly from American raw materials. The apparatus shown here is part of the specially engineered Givaudan process which insures exceptional purity and a pleasant aromatic taste entirely free from sharpness.



GIVAUDAN

DELAWANNA, INC.

40 FIFTH AVENUE, NEW YORK, N. Y.



FOUR ANCHORS IN A GALE OF RISING PRICES

WITH the cost of natural floral oils rapidly rising and no relief in sight, more and more perfumers are turning to Givaudan's specially produced substitutes—for safety and economy. You will find them remarkably faithful to the original odors that inspired their creation. Low and stable in price, each can be used to replace a substantial portion of the natural product to impart "lift" to a composition or harmonize the constituents of a compound while adding an individual note. Ideal for lotions and extracts, they stand up well in powders and creams and will not discolor the latter. Why not use them to keep your costs down and your quality up when you feel in the grip of rising natural floral oil prices?

JONQUILLIS

Use as a reasonably accurate substitute for Jonquil with Jonquil Absolute

ROSIS

Use as a reasonably accurate substitute for Rose with Rose Absolute

JASMONIS

Use as a reasonably accurate substitute for Jasmine with Natural Jasmine

TUBEROSIS

Use as a reasonably accurate substitute for Tuberose with Tuberose Absolute

GIVAUDAN

DELAWANA INC.

80 FIFTH AVENUE, NEW YORK, N. Y.

BRANCHES	PHILADELPHIA	LOS ANGELES	DETROIT	CINCINNATI
DALLAS	BALTIMORE	NEW ORLEANS	CHICAGO	SAN FRANCISCO
	SEATTLE	MONTREAL	HAVANA	

ARE YOU

Wishing

FOR SALES?

*Get them with an
OWENS-ILLINOIS
Salespackage!*



● Wishing is part of the fun ... of turkey and trimmings ... but only children take it seriously.

Grown business men don't count on *wishing* to increase sales. Smart manufacturers of cosmetics and proprietaries follow up their wish for sales with *action*—and find that modern Owens-Illinois Salespackages are a big help in getting greater volume for their products. The quality and smartness of Salespackages boldly command attention and promote sales. Owens-Illinois Packaging Research coordinates all units of the complete Salespackage—glass container, closure, label and carton—to help you make the most of your sales opportunity. Owens-Illinois Glass Company, Toledo, Ohio. Branch offices in most principal cities.

● This outstanding Salespackage designed by Owens-Illinois is one of the Futura line (design patent No. 94747), shown here with the popular C. T. cap.

ALCOA ALUMINUM TUBES FOR

The image shows two tubes of Avon Hand Cream. The tube in the foreground is silver with a black band and features the Alcoa Aluminum logo (a shield with stars and the word 'ALUMINUM') and the text 'Hand Cream'. The tube in the background is dark with the word 'AVON' in white. The text 'rough chins' is written in a white, cursive script above the word 'OR', and 'soft hands' is written in the same script below it. The Alcoa Aluminum logo is also present at the bottom center of the image.

Alcoa Aluminum Tubes make no distinction between sexes. They're perfectly willing to serve men with stubbly beards or women with dainty hands. Ever so many large manufacturers whose toiletries enjoy great popularity with either or both sexes have found that Alcoa Aluminum Tubes present important advantages in the packing, transporting, selling and use of their products. If you care to know their reasons for preferring Alcoa Tubes, write Aluminum Company of America, 2170 Gulf Building, Pittsburgh, Pennsylvania.

HELIOCRETE



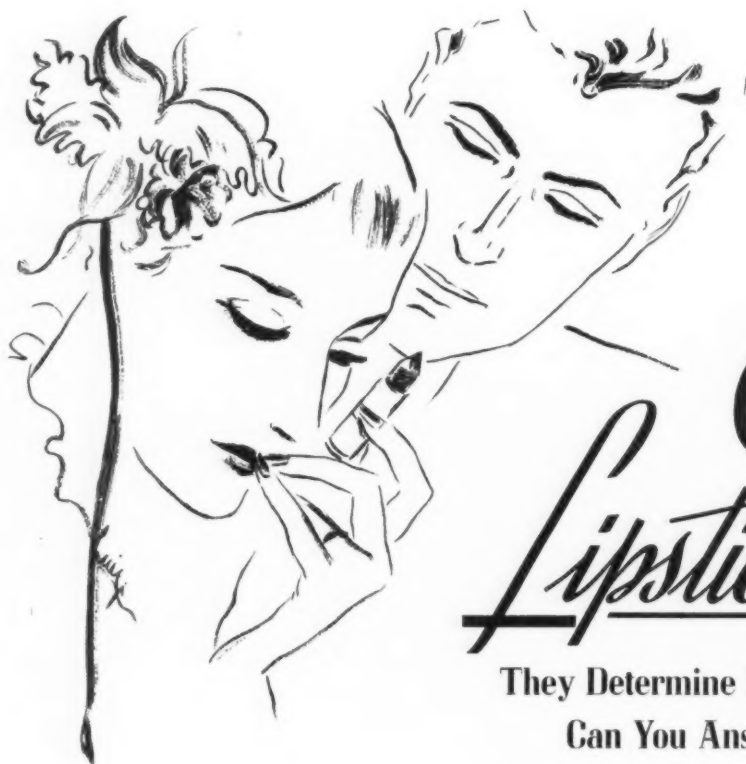
SCHIMMEL
& COMPANY INCORPORATED

601 WEST 26th ST., NEW YORK • BOSTON • CHICAGO • LOS ANGELES • TORONTO

November, 1937



is the perfect Heliotrope fragrance, and has these advantages: excellent fixative . . . entirely free from any chemical by-odor . . . resists alkali . . . economical, because four times as strong as Heliotropine . . . more effective, because it has the sweet delicacy and fullness of the fresh blossom.



6 Lipstickers!

**They Determine Sales and Profits.
Can You Answer Them?**

1. What perfume must be avoided at all costs in the manufacture of lipsticks?
2. What simple test, requiring no laboratory equipment, will definitely determine the comparative technical qualities of various brands of lipsticks?
3. (a) What popular lipstick shade is now on the way out? (b) What shade is coming like a house-a-fire and destined for great popularity this winter?
4. What are the two most important features in a lipstick from all points of consideration?
5. What consumer age group leads in percentage of lipstick use?
15-19 . . . 20-29 . . . 30-39 . . . over 40 . . .
6. What laboratory produces the finest lipsticks in the world? (You probably know the answer to this one but we'll be glad to check you just to make sure you're right.)

Note!

If there's any doubt in your mind about the correct answers to these questions, A. E. Mullen will be pleased to give you a detailed report. No obligation—just write him at 30 Rockefeller Plaza or call (Columbus) 5-6820.

AMERICAN PERFUMERS' LABORATORIES, INC.

Makers of the World's Finest Cosmetics

30 ROCKEFELLER PLAZA, NEW YORK, N. Y.

In Canada: 1015 St. Alexander Street, Montreal, Quebec

PRIVATE BRANDS EXCLUSIVELY

Perfumes FOR BATH PREPARATIONS



Always in close touch with trends in the retail field, the Felton Chemical Company, Inc., realizes the importance of the fertile market now existing for Bath Preparations.

Consequently, Felton has been developing smart, new perfumes for products of this type . . . and is now ready to make helpful recommendations and to supply correct, alluring fragrances.

Here are some of the new Felton Perfumes for Bath Preparations of the more popular type.

FOR Crystals

PINE CONES G.N.

ROSE NO. 500

GARDENIA NO. 16

FOR Bath Oils

PINE CONES G.N.

LAVENDER D.M.

BOUQUET T.W.D. NO. 50

FOR Foam Baths

EAU DE COLOGNE B

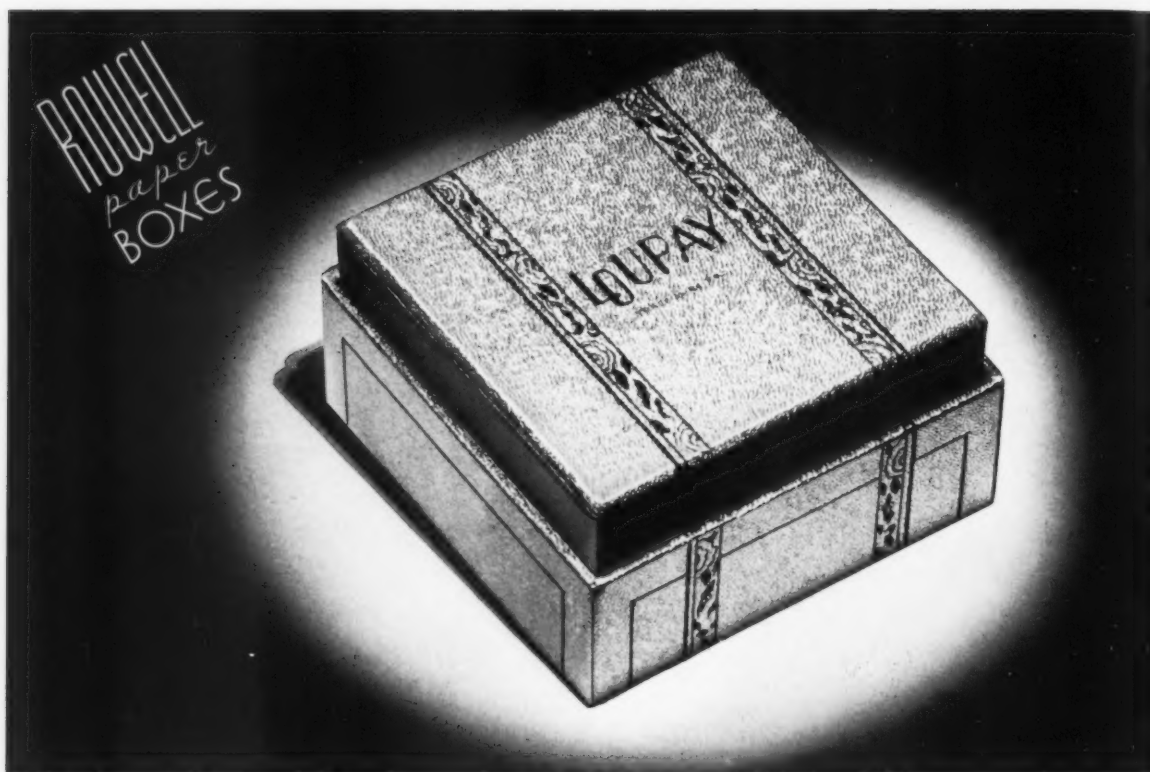
FOEN COUPE

BOUQUET CLEO

SAMPLES AND PRICE LIST ON REQUEST

FELTON CHEMICAL CO. INC.

603 Johnson Avenue, Brooklyn, N. Y., Manufacturers of Aromatic Chemicals, Natural Derivatives, Perfume Oils, Artificial Flower and Flavor Oils. Executive Offices and Factory: 603 Johnson Ave., Brooklyn, N. Y.—Boston, Mass., 80 Boylston Street—Philadelphia, Pa., 200 South 12th Street—Sandusky, Ohio, 1408 West Market Street—Chicago, Ill., 1200 North Ashland Avenue—St. Louis, Mo., 245 Union Boulevard—New Orleans, La., Balter Building—San Francisco, Calif., 512 Washington Street—Los Angeles, Calif., 515 South Fairfax Avenue.



Rowell-made boxes are the result of years of specialized experience in the manufacture of boxes for a long and steadily expanding list of successful perfume and cosmetic firms. Whatever shape and size and finish you desire, you will find we can produce a thoroughly satisfactory job. Tell us your needs and samples and quotations will be forwarded.

E. N. ROWELL CO. INC.

BATAVIA, NEW YORK

New York Office:
SELWELL H. CORKRAN
30 E. 42nd St., Phone: MURray Hill 2-3447

Chicago Office:
H. G. MacKAY
444 W. Grand Ave., Phone: SUPerior 1676

Hollywood, Cal., Office:
C. H. E. DUNN, Guaranty Bldg., 6331
Hollywood Blvd., Phone: HOLlywood 0111

Boston Office:
H. P. TUCKER
52 Chauncey Street, Phone: HANcock 0398

St. Louis Office:
The DICK DUNN Co., M. M. Bldg., 12th
Blvd. & Spruce St., Phone: CENTral 3544

Detroit Office:
H. E. BROWN, 321 Curtis Bldg., 2842 W.
Grand Blvd., Phone: TRINity 2-0191

Du Pont Announces

A NEW MUSK FIXATIVE

"ASTROTONE" BR



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PERFUMER

COSMETICS TOILETTE REPARATIONS

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Nail Polish Bottles

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in the HEADLINES



In which the Publisher comments briefly on some of the important news events of the day and other things that interest him.

THE STOCK MARKET

The repeated recessions registered by the stock exchanges, are in everyone's mind. They are the topic of conversation.

It is beyond question that they will have and have had some definite effects upon business generally. Heavy losses were sustained by many people and it gives pause to all.

The question is: What is behind the breaking of stock prices? And there are many and varied replies—but no answers.

'Twould seem it is rather a composite of many causes. Possibly a realization of the amount and effect of various new taxes, and a fear that more taxes will be found necessary—and what will they be.

Again, possibly the rising costs of living are now being felt in no uncertain terms—and the social talk, the family buzzing this creates puts a brake upon buying. There is no use denying the fact. It may not show in certain figures but a very small caution in each family, multiplied by the millions of American families, does run into figures.

It's silly to think business is sulking. Business wants to do business. Money wants to go to work. There is money for business to use. And business is working. Every concern is pushing for more business. And business is moving, generally, in a fairly satisfactory manner.

But forward commitments of a more than normal character are cautious. Business wants to look ahead and plan ahead and is, in fact, eager to do so.

The recent Administration gestures toward reduced spending and announced intention to work toward a balanced budget are reassuring—and will be effective, undoubtedly, if in this forthcoming session of Congress

such assurances and intentions are translated into action and visible definite evidence is given.

It is devoutly hoped that this will happen.

LEGISLATION CURB ON ADVERTISING CONTROL?

It is gratifying to note that the distribution committee of the United States Chamber of Commerce has recommended a curb on Federal legislation for control of advertising.

Their position is that voluntary action upon the part of business men (advertisers) themselves, has resulted in a material decline in misleading advertising.

It gave credit to methods for self-regulation adopted to date by advertisers, agencies, and trade associations. The Toilet Goods Association has been active in its efforts along this line and reflects credit upon the industry.

DIVIDING THE ADVERTISING DOLLAR

Advertising by this industry is heavy. It is the life-springs of the industry. Appropriations are comparable with those of any American industry.

Hence the following comments from *Advertising and Selling* was of pertinent interest:

National advertising lineage in newspapers, magazines, and radio maintained levels considerably above 1936 peaks when they all showed gains in September. Magazines made the largest gain in percentage when they advanced 9.51 per cent.

According to Media Records newspapers carried a total of 117,225,950 lines, an increase of 2,868,674 lines over the same month a year ago. Some 60 dailies and 93 Sunday news-

papers included in the monthly survey shared in the general rise. General and automotive advertising, however, accounted for a total of 23,881,289 lines, a 5.64 per cent loss.

Magazine dollar volume gained for the ninth consecutive month when a rise of 9.51 per cent over September, 1936, was recorded. Largest gain was 18.27 per cent by 11 weeklies and semi-monthlies. General magazines gained 15.79 per cent, but five standard magazines lost 16.20 per cent, and 22 women's magazines lost 0.99 per cent.

Radio volume reached \$4,879,166, a rise of 3.25 per cent over the same month a year ago. CBS carried a volume of \$2,028,585, representing a gain of 10.3 per cent, and NBC carried \$2,850,581 for a slight loss of 1.2 per cent. Both networks were well ahead of 1936 in gains for the first three-quarters of the year.

TYDINGS-MILLER ACT

The reaction to the Tydings-Miller Act is just making itself manifest. It will be interesting.

Some of the people who worked the hardest to bring about this enabling legislation which makes price maintenance a national thing, are a bit aghast at what to do about it—now that they have it.

PACKAGING PROBLEMS?

How to do a job with stock containers is important economically. In the two preceding issues of *The Perfumer* appeared two articles by Ruth Hooper Larisson containing a wealth of thoughtful suggestions upon how to dress up stock bottles to obtain a distinctive package.

So much comment has been made on these two articles that we reprinted them and still have a limited number. If you missed them, write for reprints.



Lilac

Lilantheme

\$28.00 lb.

True to the Lilac character, Lilantheme is indispensable as a dominant note for fine extracts and high class toilet preparations.

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The Lilac of greatest utility. A warm flowery note, ideal as the basic character for powders, inexpensive extracts and lotions.

Lilac 3699

\$8.00 lb.

A new and excellent Lilac type, for creams particularly—fresh, flowery and very lasting.

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CAPITALIZE on the HOLLYWOOD INFLUENCE

by ELIZABETH JANE HART

How new opportunities are created for cosmetic producers by technicolor pictures—and the positive influence exerted by movies upon powder shades, etc., eye make-up, and hair preparations. The author points the way for intelligent advance promotion and tie-ins.

IF Hollywood is a fruitful source of promotional inspiration for the perfume manufacturer, as was discussed in the first article of this series, then how much more it has to offer in connection with cosmetics which have the advantage of being tangible and visual.

Especially is this true with the increasing use of technicolor. For example, one cinema company is to release ten technicolor pictures out of a season's schedule of thirty-six productions. Another producer has decided to make colored films exclusively this next year. This is surely proof enough that technicolor is not only here to stay and to improve with its growth but that very probably all the pictures in the not-so-far-distant future will be color films. Eventually, a more natural effect will replace the tawny tone that seems to overlie the screen and with that technical development, it is staggering to imagine the effect that this will have on the cosmetic industry.

One of the leading cosmeticians has already introduced a stage and screen make-up which is designed to appeal

Upper right: Technicolor emphasizes the importance of sheen and life in the hair. Posed by Katherine Aldridge. Upper left: Movie make-up expert suggests that nails be enamelled to match jewelry. Hands of Carole Lombard.

not only to the actress clientele but to other women as well. This make-up is light in texture and far more effective than the old-time mask which was formerly theatre tradition. Women had nothing to learn and apply from the grease paint era; and, in fact, were led to consider an approach to heavy make-up as quite unsuited to a lady. Now, both the theatre and the general public have met on common ground.

This stage and screen make-up is creamy in consistency and the colors are developed with a lovely depth which will not fade under lights. How practical this is in everyday life, whether a woman wants to appear perfectly made up from luncheon through dinner and into the evening or under a photographer's glaring bulbs.

We believe that this whole idea will intensify the trend toward the natural and that the manufacturers' attention to soft and becoming colors will have to be more focalized. The exotic shades which tend to harden the features will not have the acceptance that they have had heretofore. It will also center interest on the harmonized groups of related colors which are presented in one complete set.

In a more indirect way, the movies will influence specific cosmetic shades. For example, there is a current wave of South Sea Island pictures which began with "Mutiny on the Bounty" and is being succeeded by several others using the same setting. It is not too far-fetched to assume, therefore, that face powder tones might be styled accordingly. Already we have noticed a tendency towards soft, warm, deep and glowing shades which may, in part, have been due to current interest in semi-tropical settings and climates. It isn't necessary to capitalize on a certain picture, but it does pay to watch movie trends and to garner suggestions from them.

Technicolor will surely increase general interest in eye make-up which could gratefully accept more sales stimulus. On the screen, the matinee audience will actually see how and what is used to create eye glamour and will wish to go out and do likewise. Women are going to observe eye make-up and its correlation with eye colorings and costume shades. They are going to be more interested in studying eyebrow shaping and how Hollywood has designed an eyebrow line for a certain facial contour. False eyelashes, first used for glorifying Hollywood beauties, are now being accepted by other women. After all, they are no more artificial than lipstick or nail polish which have long been considered justifiable artifice in ordinary life.

The screening of color will also effect nail decoration. It has become necessary for the movie industry, itself, to take more interest in nail polish tones. One of the lead-

ing companies is devising shades for their stars that are to match or harmonize with the colors of dresses or accessories. With black, their make-up expert suggests that nails be enamelled a brilliant gold to match buckles or jewelry. For the bronze tones of summer, he recommends bronze, metallic polish. This interest will reflect itself in the moulding of feminine taste outside of Hollywood and might be capitalized on in a number of different ways. Advertising or publicity copy that announces the shade of nail enamel worn by such and such a star in a certain picture will lead its readers to the same bottle. Counter cards showing the well-groomed hands of a movie heroine becomingly decorated will suggest the same idea to customers.

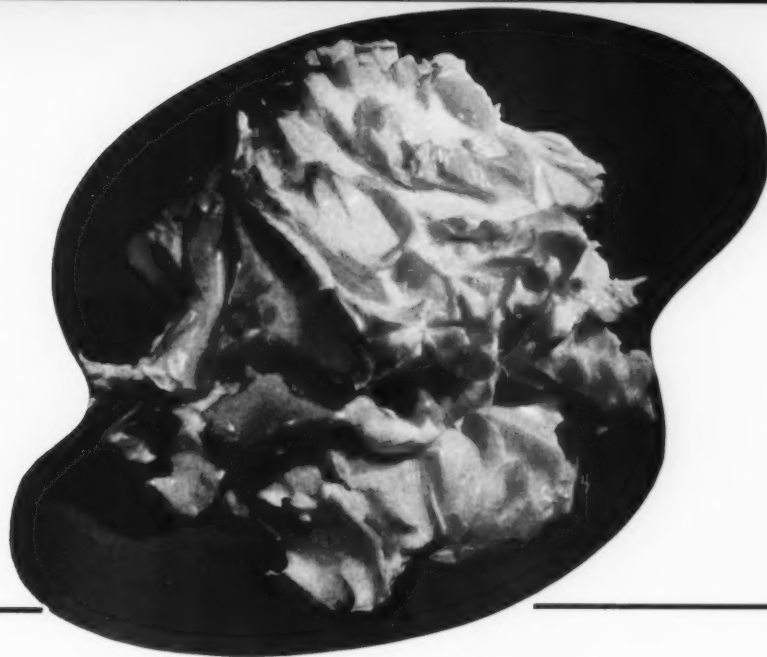
United Artists have a picture scheduled for fall production which deals with the subject of beauty. It will be called "You Can Be Beautiful" and we can just imagine the thronged box offices when it is finally shown. Just as the stage play "The Women" drew record audiences who were curious to see feminine personalities dissected, so this movie should have the same effect on those who wish to see beauty under laboratory analysis, so to speak. There is also another picture of the same type scheduled on another movie company's production list. The cosmetic business should profit greatly from this movie approach to their subject.

There is one tremendous possibility in technicolor that has scarcely occurred to the manufacturer mind and that is creating the make-up effects for a movie production

(Continued on page 88)



Technicolor will surely increase general interest in eye make-up. Posed by Madaline Carroll.



HYDROGENATED OILS IN COSMETICS

FORMULAS AND PROCEDURES

HYDROGENATION is the process whereby liquid oils or fats of soft consistency are "hardened" by the catalytic addition of hydrogen to yield hydrogenated products of greatly increased consistency. The hardening is due to the conversion of olein, linolein and other unsaturated glycerides to synthetic stearins, the higher melting point of the latter causing this change in physical properties. Almost any fatty oil may be hydrogenated. The more common oils hydrogenated are cottonseed, corn, sesame, soya, peanut and fish oils.

Chemistry of Hydrogenation

In the presence of a suitable catalyzer oleic acid and hydrogen combine molecule for molecule to yield stearic acid according to the equation:—



Similarly the transformation of the other unsaturated glycerides of the fatty acids are effected. In the hydrogenation reaction the action of the hydrogen is selective; the more unsaturated acids being reduced to a

The growing popularity of hydrogenated oils in the manufacture of cosmetics due to the convenience and excellent qualities of these materials for specific purposes in the manufacture of cream and the like has already been noted in these pages. In this article **R. F. EATON**, prominent Pacific Coast chemist, describes their action and indicates how they may best be employed.

considerable extent before the less unsaturates begin to react.

The oil after hydrogenation is no longer identifiable as such. Rather it is more in the physical phase of a hard fat or soft oily wax.

The analytical constituents of the oil also changes as hydrogenation progresses. The melting point is increased, the iodine number and index of refraction are decreased and the specific gravity, as a rule, increases.

There is little change, however, in the saponification value, free fatty acids and unsaponifiable matter. Hilditch and Moore (*J. Soc. Chem. Ind.*, 42, 1st (1923) give Table I as an illustration of the changes occurring

in an oil during progressive hydrogenation:

Methods It is not within the scope of this paper to go into detail of the complete and complicated process employed in the commercial hydrogenation plant but rather to outline briefly the general procedure and set-up employed.

The main object of hydrogenation is to secure intimate contact of hydrogen gas with the oil and catalyzer. Catalyzers are agents which induce a change by their presence and in themselves are left unchanged after a reaction takes place. They either take no part in the reaction or are restored to their original state at the end of the process. Platinum, palladium, nickel and other finely di-

vided metals are capable of acting as catalyzers in the hydrogenating of oil by acting as hydrogen carriers. Nickel is the essential constituent of all catalyzers used in the hydrogenation process.

Hydrogenation is accomplished under controlled pressure and temperature, in one of three ways:

1. The oil mixed with the catalyzer is sprayed into a chamber containing hydrogen and the spraying continued until the desired degree of hardness is obtained.

2. The oil and catalyzer may be violently agitated in a closed chamber in the presence of hydrogen.

3. Another method provides for the bubbling of hydrogen gas through a body of oil and catalyzer.

The melted, deodorized product is ultimately run on to large refrigerated rolls, where it solidifies in a thin coating which is continuously removed by a scraper and falls into a "picker" trough. Here it is subjected to a churning operation by beating and conveying blades which produces a uniform opaque product. The soft fat is then drawn into containers and stored in rooms of controlled temperature and humidity for proper cooling and aging.

Degree of Hydrogenation

By careful control a liquid oil may be hardened to any desired degree, viz., cottonseed oil, a liquid under normal condition of temperature and pressure, may be hardened to the consistency of lard or to the brittle hardness of stearin.

The first industry to take commercial advantage of the possibilities opened by the advances in hydrogenating vegetable oils was the manufacturers of lard compounds.

Lard compounds generally speaking consist of admixtures of vegetable oils and hard animal fats. That is to say, a mixture of about 85 to 90% refined vegetable oils and 10 to 15% oleo-stearin. From the standpoint of digestibility, "shortening" power and keeping qualities the true vegetable product is more desirable.

These lard substitutes are prepared in one of two ways:

The first method involves thickening a large portion of normal deodorized and refined oil with a relatively small amount of hydrogenized oil.

In the second method the oil is simply hardened to the consistency of

TABLE I

Sample	Melting Points °C	Iodine No.	Composition of MIXED FATTY ACIDS		
			Saturated	Oleic per cent	Linoleic
Original	Liquid	109.0	24.7	23.8	51.5
No. 1	30	86.2	27.0	46.0	27.0
No. 2	35	76.6	30.0	53.0	17.0
No. 3	39	65.9	30.0	66.0	4.0
No. 4	42	58.1	35.0	65.0	0.0
No. 5	46	49.1	43.0	57.0	0.0

It will be noted in column 5 that there is an increase in the percentage of iso-oleic and oleic acid for samples 1 & 3 but this is gradually reduced to stearic acid as indicated in samples 4 & 5.

lard. It is the product resulting from this method that is of interest to manufacturers of soaps, cosmetics, ointments and cerates. For in this process lies the valuable adjunct of giving vegetable oils stability and anti-oxident properties. Since all of the oil is subjected to hydrogenation, and because, as stated previously, the hydrogenation is progressive, the more unsaturated acids being saturated first—it follows that those highly unsaturated acids more prone or susceptible to rancidification are eliminated by being completely changed to saturated compounds. It is known that the lower the linoleic content, the better keeping qualities the product will have.

TABLE II

Physical and Chemical Properties of a Hydrogenated Oil Suitable for Cosmetic Manufacturing.

Free Fatty Acid	0.01%
Color Reading	Red 1.2 Yellow 10.0
Kreis Reaction	Negative
Melting Point (F. A. C.)	37.8° C
Smoking Point (A. S. T. M.)	126.6° C
Iodine No. (HANUS)	64.0-66.0
Saponification Value	194.0
Specific Gravity	0.9
Refractive Index 40° C	50.00
Saturated Acids (%)	25.0-30.0
Unsaturated Acids (%) (as oleic & iso-oleic acids)	12.0-14.0
Unsaponifiable Matter (%)	0.5
Accelerated O ₂ Time	78.0 Hrs.

Much effort has been directed by the research staffs of Pacific Coast hydrogenating plants in developing a product especially adaptable for use in cosmetics. It was learned early that all hydrogenated oils or even those oils that later were found suitable if processed other than along definite methods, would not be compatible when incorporated with other materials used in cosmetic manufacturing. A careful blending, refining and deodorizing of the oil plus the second procedure used in making lard substitutes (mentioned in the last paragraph) gives a product that offers a means of incorporating vegetable oils in cosmetics with a mini-

mum tendency toward deterioration and rancidity.

Many difficulties were encountered in the first attempt to prepare cosmetic creams from the hydrogenated oils. These hydrogenated oils when melted and cooled lose all of their former smoothness and white opacity. When melted, they turn to a soft grainy mass. This is probably due to the driving off of hydrogen from the saturated molecule, thus lowering the melting point causing softness. Graininess is due, no doubt to slow cooling. It will be noted that a smooth homogeneous product results when the oils are subjected to the more rapid cooling of the refrigerated drums.

It was further learned that when the hydrogenated oils were used in cosmetic creams that this peculiarity persisted. To some, this may prove a disadvantage, because it eliminates the possibility of partial filling and later "topping". However, this can be overcome by formula adjustments or where the factory procedure has been to pour, cool and top it is necessary to work at slightly higher temperatures and top while the batch is still in the liquid state. If the factory set-up is such that the mixing tanks are equipped for thermal control, this peculiarity is of no disadvantage as the remaining cream for "topping" may be held in the liquid state until the partially poured jars are cool enough for topping. In general, it is not advisable to attempt to reheat and rework cosmetic creams made from hydrogenated oils.

The author has also found that temperatures above those ordinarily employed in the saponification process yield smoother and more stable products. That is, where a range of 68° C-71° C is used better results with the hydrogenated oils were obtained when saponification occurred between 74°-77° C. To those who are acquainted with the use of stearic

acid this point is a quite familiar one.

The following tested and balanced formulas along with a discussion of procedure is offered with the idea in mind that the experienced cosmetic chemist may adopt them to his own uses. It is suggested that those who have not had any experience in handling the hydrogenated oils make at least one trial batch according to these formulas and procedures before he attempts adaptations and variations of his own. In so doing he may more clearly see his way toward improvements.

Vegetable Oil Cleansing Cream

Part 1.		
Hydrogenated Oil (Cosmetic Grade)	11.0%	
Beeswax U.S.P. White	5.0	
Stearic Acid Tripple Pressed	0.5	
Sesame Seed Oil	60.0	
Avocado Oil	7.0	
*Antioxidant & Preservative	0.1	
Part 2.		
Distilled Water	15.3	
Borax U.S.P.	0.5	
Part 3.		
Perfume	0.6	

Procedure: Melt Part 1 at 80° C
Heat Part 2 to 75° C

When Part 1 has cooled to 75° C add Part 2 with constant stirring. Add Part 3 at 60° C. Pour between 55°-50° C.

This cream is of the quick liquefying type. It does not melt or run in the jar even under extremely hot weather conditions. The quick liquefying property is mechanical not thermal.

Vegetable Oil Tissue Cream

Part 1.		
Hydrogenated Oil	25.6%	
Beeswax U.S.P.	9.7	
Lanolin Anhydrous U.S.P.	8.5	
Spermacetti U.S.P.	2.5	
Sesame Seed Oil U.S.P.	36.5	
*Preservative and Antioxidant	0.1	
Part 2.		
Water (Distilled)	15.8%	
Borax U.S.P.	0.5	
Part 3.		
Oleic Acid (White)	0.3	
Perfume	0.5	

Melt Part 1 at 70° C. Bring Part 2 to same temperature and add to Part 1 with slow agitation. Add Part 3 at above 60° C. Pour hot and top.

Brushless Shaving Cream

Part 1.		
Stearic Acid (Tripple Pressed)	15.6%	
Lanolin (Anhydrous)	1.7	
Hydrogenated Oil	5.7	
Sesame Seed Oil U.S.P.	7.6	
Part 2.		
Triethanolamine	0.7%	
Water (Distilled)	68.3	
Part 3.		
Perfume	0.4%	

Part 1 is melted in a kettle at 95° C. The water in Part 2 is brought to a boil and the Triethanolamine is poured in and stirred for a few minutes. Part 1 is added to Part 2, with slow constant stirring. The perfume is added when the cream is almost cold.

Absorption Base Tissue Cream

Part 1.		
Absorption Base	7.5%	
Water (Distilled)	37.5	
Part 2.		
Hydrogenated Oil	7.5%	
Mineral Oil 100/110 Visc. U.S.P.	12.5	
Petrolatum U.S.P.	5.5	
Cetyl Alcohol	0.5	
Part 3.		
Water (Distilled)	28.5%	
Perfume	0.5	

Heat Part 1 to 95° C and when there appears a slight formation of foam on the surface remove from heat and stir till homogeneous. Bring Part 2 to 80° C and add to Part 1, with constant stirring. Heat water in Part 3 to 65° C and when the mixture of parts 1 and 2 have cooled to 65° C add Part 3. Continue stirring until smooth. Add perfume last.

*The best preservative and anti-oxidant for these vegetable oil creams was a com-

bination of the propyl ester of para hydroxybenzoic acid and a hydroquinone derivative, a commercially available trade named product.

Camphor Cerate

Camphor Liniment	10%
Beeswax U.S.P.	35%
Petrolatum (White)	15%
Hydrogenated Oil	40%

Basilicon Cerate

Rosin	35%
Beeswax U.S.P.	15%
Hydrogenated Oil	50%

Turpentine Ointment

Oil of Turpentine	12.5%
Methyl Salicylate	12.5%
Lanolin U.S.P. (Hydrous)	37.5%
Hydrogenated Oil	37.5%

EAVESDROPPING

at the Counter

By FREDERIC S. BAILEY

[[I arrived within ear shot of the counter as the customer was turning away with her purchase tucked under her arm, but just in time to catch her parting words to the demonstrator; "I really do appreciate the interest you've taken in my case and you can be sure I'll be back." The demonstrator smiled sweetly and thanked her. "That was a nice bunch of roses to start the day with," I remarked. "That's why I'm leaving the 'Sophie May' line," she answered with spirit. I looked puzzled. She went on. "After all I've done for *that* line in this store! The way I've built it up until it is doing a better job than any other line in the same price class. But do I ever get a thank-you or even a raise? No, Siree! Anybody who uses eight hours of my day even though they pay me for it can treat me human. I'm going with the Lovely Ladies line beginning next week and I'm opening up in Blanks on the Boulevard. When I started things humming around here I used to write little notes and send them in with my weekly reports making suggestions and telling what customers had to say. I never once got so much as a response. Of course they didn't actually tell me to stop. But it was like dropping pennies into a bottomless pit. I quit that sort of thing and made up my mind that I'd stick

it until I had made what is just about an unbeatable record here and then I'd walk out on them." "Why don't you talk it over first with Miss Jane in charge of demonstrators," I asked. "Why should I? I've grown cold on the line as well as on the company. Change of scene for me before I let my record slip." In the back of my mind I remembered hearing a sales manager complain about praising girls. His experience, he claimed, was that if you praised them it spoiled them. So he made an iron-clad rule that no one in the organization should deal out any praise. Probably such was the case behind this situation. But since girls are human they are just as likely to respond to differing techniques as men. That part of it should be up to their supervisor. If she's worth hiring as a supervisor she should be let alone to use her own judgment with individual demonstrators.

[[Of course, the next problem that arises is where a company has so many demonstrators that the supervisor cannot give them all her individual attention. This situation calls for sectional supervisors and the company that is so short-sighted as not to finance these additional supervisors is only robbing one pocket to put it in the other.

NEW PRODUCTS and RESTYLED ITEMS

RALPH H. AUCH shows the importance of the correct choice of odor and color and how this may be determined by proper testing in the third installment of this series.

GENERALLY a product is more acceptable untinted if the color is added solely for appearance sake. This does not apply in those rare instances where the natural color is unsightly. Why fluorescein should still be the color so generally associated with, and incorporated in liquid shampoos is a question, for example.

And why a new shampoo featuring a 50-cent bottle approximating the dime store size of several other popular brands and stressing "not a soap—not an oil" should adopt it, is another. Would not the amber tint of two others or an inviting attractive golden shade be equally as acceptable, or more so?

Why should some facial lotions be a vivid pink rather than a dainty flesh tint? Or why should a special astringent be an equally vivid purple rather than radiate the same delicate flesh? When it is so easy to make an inviting white tooth paste, perhaps it is excusable to tint it pink but why a yellow? On the other hand couldn't a well known tooth paste, of starch paste base that discolors and looks unattractive on aging, employ a little color advantageously?

It is perhaps well enough to create an individual shade for face powder then endow it with a new coined name suggesting glamour. However would it not be well if there were closer agreement between the various

manufacturers on what constitutes "flesh", "rachel", "naturelle" or even "high brown"? Yet many brands in these common shades go to market with no window in the box and milady must buy sight unseen. And whatever the shade may be, is there any excuse for not properly incorporating the pigments to avoid color spots, or for using water soluble colors at all?

True, this sub-heading on color consists of a series of questions but it is hoped that they will make those charged with development doubly wary on this point and suggest that many are the errors on this score in the products that have gone before.

A few comments on the choice of odor may not be amiss although everyone has his own ideas as to the perfume to incorporate in his pet new formulation. The little fellow is no doubt safest if he follows the procession and doesn't try to pioneer.

Accordingly he will use lilac in his after shave lotion or talc, rose in his cold cream, peppermint in his tooth paste and benzaldehyde in his massage cream if he has the temerity to launch the latter in a declining market. Again, he may feel safe and justified in putting a duplication or close approximation of a leader's odor in a similar or competitive specialty.

This latter is not as safe as it appears. Witness this brief reference to some testing work just completed. The six sales leaders of six different products were submitted in plain containers to a geographically scattered group of whom 119 replied. With each was a companion similar product but containing a dissimilar perfume for evaluation of the odor *only*. The men's preparation was sent with the request that a male member make the comment. And in passing, to the question "Does the odor influence you in your choice of after shave lo-



Many products go to market too highly scented. The nose test at point of sale plays a prominent part in the choice of toiletries.

tion?" 77 per cent of the mere men answered in the affirmative.

The percentage of choice of odor is shown in Table I.

TABLE I

	Nationally advertised sales leader	Relatively unknown product
After shave lotion	50.8	49.2
Face powder	49.1	50.9
Cold cream	60.7	39.3
Vanishing cream	61.5	38.5
Hand & face lotion	65.1	34.9
Cleansing cream	68.2	31.8

They are listed in ascending order of preference but neither is an overwhelming choice particularly when the fact that the unknown products had very ordinary odors is considered.

Perfuming

Another significant thing is that a sizable percentage felt all the products were too highly scented except face powder. Twenty-two per cent prefer face powder more highly scented but this is doubtless due to the average face powder box being a veritable siege that allows much of the original odor to volatilize.

The large manufacturer may step off the beaten path and incorporate a new and different odor in his new creation. Large or small, it is the part of wisdom if he makes a line of cosmetics, to incorporate the same odor that the line carries in the newcomer. The newcomer in the line then becomes a member of the family identifiable as such.

Even then he often cannot add it without modification. Perhaps the amount of fixative may need to be stepped up in a powder, substitution of one or another of the basic ingredients to avoid discoloration of a cream may be necessary, or the substitution may need to be made on account of irritation in a lotion or as astringent.

As suggested above the most common fault is over-perfuming. On one occasion, this writer went through a rather popular line and cut the perfume content all along the way. While it was possible to cut the shaving cream perfume content only from 1.00 to .37% at the other extreme was the lotion which was cut from .50 to .15%.

In any case, madam who discreetly applies a costly, exquisite perfume at the completion of her toilette does not want it contaminated by the hangover odors of her toilet soap,

SHAMPOO QUESTIONNAIRE

1. Do you like this shampoo?
(a) Yes X (b) No _____
2. Do you regularly use for shampooing
(a) Shampoo? X (b) Toilet Soap? _____
3. If you regularly use a shampoo, how does this compare with your favorite brand?
(a) Equally as good? X (b) Not as good? _____
(c) Better? _____
4. Name your favorite brand. Parkin's Shampoo

REMARKS (Give any suggestions or criticisms below)

Equally as good as any other shampoo I have used, but I don't consider it better in any way

FACE POWDER QUESTIONNAIRE

1. Do you find this powder is:
(a) Too Heavy? _____ (b) Satisfactory? ✓
(c) Too Light? _____
2. How does this powder compare with your favorite face powder? Favorably
3. Do you like the odor of this face powder? No
4. Do you prefer powder: (a) More highly perfumed?
(b) Perfumed as this one? _____
(c) More delicately perfumed? ✓
5. (a) Name the brand of your favorite face powder. Helix (g) What tint do you use? Rachelle

REMARKS (Give any suggestions or criticism below)

I am very well pleased with the texture of this powder as it stays on for quite a time and does not "cake".

Questionnaires to selected groups will anticipate the consuming public's reaction to a new preparation.

dusting powder, deodorant, or make-up.

More often than commonly recognized, the incorporation of a preservative or anti-oxidant is indicated. If so, it is unwise to choose a recommended one, incorporate it and sit idly by awaiting the outcome. Every possible preservative, and modern chemistry offers many reliable ones, should be made up in separate portions with the blank product for control.

Then, if one or more fails to work, one or another may satisfactorily perform its function. Usually it is well to incorporate a range of concentration of the promising one in separate portions especially if an excessive amount might exert an untoward effect or if it is expensive. Thus the minimum effective quantity may be adopted.

In those cases where specially denatured alcohol is required in the formulation, a study should be made of those authorized for the given product. The cost is the alcohol base

price plus the charge for the denaturants so a saving can be effected, on occasion.

Then, too, certain denaturants may well be avoided on account of incompatibility with one or another of the ingredients of the product itself. Another consideration is the fact that some specially denatured alcohol formulae will dilute further without clouding or if they do cloud will filter bright in a given product more readily.

A government permit is required for every new product even though a permit is held for use in other products. Delay in securing it is liable to occur, in fact, is almost inevitable. Application should be made as early as possible because next to nothing can be done to expedite matters.

A good procedure to follow is to make application for every formula that shows promise. One is under no obligation to use all the formulae after the permits are granted and only that formula finally decided upon will go into production of course.

In this way, any delay that would occur if the application were not filed for the product formula until it is finally and definitely chosen, is avoided.

Merit of Formula

In most chemical research the work can be brought to satisfactory completion or the problem solved right in the laboratory. This is not so in cosmetic work and the importance of practical testing on all formulations cannot be over-estimated.

The testers should be picked from without the organization. Unless this is done the final formula choice is quite liable to be one that costs the least or gratifies the wishes and whims of a dominating personality among the executives. No matter how capable and experienced he may be, he is still one mind, one individual who can never accurately anticipate the consuming public's reaction.

Careful selection must be made of the testers and they may well be unknown each to the other and scattered geographically. Friends and employees are usually worse than none. The former are inclined to be complimentary and the latter through fear of offending and the disfavor this may entail are not likely to express their honest opinions—one would have to hide in the wash rooms for them.

Choose Large Groups of Testers

A sufficiently large group should be chosen. This is doubly true if the product contains an active ingredient such as is found in deodorants, depilatories or bleach and freckle creams, for example. If the test is too limited, it may so happen that not a single tester with an idiosyncrasy or allergy for the particular combination of active ingredients will be included. Grief on this score then will be encountered only after the product is launched.

When a new seasonal product has to be developed out of season, it is imperative that a group of testers be organized in a geographical area where the climate at the moment is suited to the work at hand. The salesman in such territory can sometimes provide suitable names, or the personal correspondent can dig them out of her file. The universities in suitable localities that have sizable

classes in chemistry and sales and advertising subjects will frequently cooperate.

The directories of the various professions have often been utilized. A little ingenuity must be exercised such as choosing men who graduated 5 to 12 years ago then assuming they are married and addressing the "Mrs." The office employees of a friend who will bear down and follow through and of an advertising agency who appreciate the value of such testing and so require no prodding, have proven satisfactory. The enthusiastic users of one's other established specialties may be used but are rather dangerous in that they are inclined to be flowery rather than critical. In any case it is a selling job to gain and maintain the interest of any group.

The writer has been using two distinct groups the past five years. Group "A", who are the intelligentia, are paid a small fee for each test. Group "B" is geographically scattered and exceeds 350 in number. It includes a few of the upper crust and at the other extreme a few ladies of color so that a good cross section is obtained.

Any product under test must first receive a reasonably favorable report from the former group before being

submitted to the latter. This cuts waste and reduces the total cost. A formulation that gets criticized by "A" group is reworked again and again until it meets a favorable reception. Not until then is it submitted to "B" group to confirm A's conclusions. In other words, the mass reaction is not sought until the product enjoys that of the class.

No questionnaire is provided the latter who express what they think whereas the former are provided with a sheet asking a certain limited number of specific questions. In passing, a word about questionnaires may not be amiss. They should be drafted with the utmost care to avoid any negative or affirmative suggestion.

Just one example will be cited "How does this face powder compare in quality with your favorite brand?" is better than "Don't you think this face powder is as good as the average popular powder?" This latter though exaggerated is no worse an offender so far as warping the response is concerned than a number that have come under observation. Testing groups, questionnaires and the procedure of holding the interest as well as the accuracy and scope of results obtained will be discussed in an article separate and apart from the current series.

NEW COMPANIES

Pure Beauty Products Corp., New York, cosmetics, 200 shares no par value. Filed by Samuel Shapiro, 1441 Broadway, New York.

Mary Pickford Cosmetics, Inc., Wilmington, Del., 4000 shares. Filed by The Corporation Trust Co., Wilmington, Del.

Juno Products, Inc., New York, cosmetics, 100 shares no par value. Filed by Wilbur H. Friedman, 11 Broadway, New York.

Ora-Dent Products, Inc., New York, dental products, \$20,000. Filed by Geo. Baker, 92 Liberty St., New York.

Bradley Mfg. Co., 77 W. Washington St., Chicago, cosmetics, toiletries, etc., 2000 shares par value common at \$5 per share. Incorporators: M. Miller, M. Zacksman, F. A. Follettie. Filed by Ungaro & Sherwood, 77 W. Washington St., Chicago, Ill.

Uth-O-Uth Laboratories, Los Angeles, Calif., cosmetics. Formed by

Robert Sharrock, 727 Beacon St., and Jeanette Ramsey, 2758 W. 8th St., both of Los Angeles, Calif.

Ortone, Inc., New York, cosmetics, 1000 shares no par value. Filed by Kellogg, Emery & Innes-Brown, 120 Broadway, New York.

Cosmetic Mfg. Corp., Bronx, N. Y., cosmetics, 100 shares no par value. Wilchins & Wilchins, 527 Fifth Ave., New York.

United Cosmetics Industries, Inc., 702 Carlyle Place, Indianapolis, Ind., cosmetics and toilet preparations, 50 shares of \$100 par value. Incorporators: Edward H. Janke, Frederick R. Herther, Chester Magnuson, Emma Venitz, Nora Venitz and Emil Kastner. Filed by Edward H. Janke, 702 Carlyle Place, Indianapolis, Ind.

Ross Equipment Co., Inc., New York, drugs, medicines, cosmetics, medical apparatus, equipment and supplies, \$30,000. Filed by John A. Bolles, 522 Fifth Ave., New York.

NEW PACKAGES

by MARY LEE GOODMAN

★ SPECIAL RECOGNITION

CHEVALIER GARDE is endeavoring to carry out the spirit of its name in all its products, and this is effectively reflected in the perfume container which was inspired by the officers' helmet of the famed Chevalier Garde. The bottle is a crystal sphere on which is surmounted a double eagle of frosted glass. Three odors are being offered in this container, each fragrance distinctly different and yet all perfectly delightful.



1. . NORTHAM WARREN: Manicure sets this year are so attractive that the public will want to buy them for personal use as well as for gifts. The man's case in the foreground is a pin morocco with gilt lock, and contains all the necessary implements and preparations. A celluloid soap dish, and a large nail brush are also included. The other set is of black ribbed-finish leather, with gilt frame, and folds flat like a purse. The implements are compactly arranged on the inside, which is lined with beige silk.

2. . CHARLES OF THE RITZ: This is the most attractive and practical bag it has been our pleasure to examine. It is large enough to hold all the vital needs for an over-night trip, and yet is lightweight and easy to carry. The tray, containing the company's creams and cosmetics, may be taken out and carried as an individual kit, being equipped with a handle and lock. The bag is covered with brown leather, and lined with beige moire silk.





3. . YARDLEY: The new "Bond Street" double compact and lipstick follow the same packaging design as the perfume by this name. The compact is of dull gold with a white plum design done in enamel, and has a brilliant red clasp. The lipstick case is also white and gold, with a red top. The compact comes in either loose or cake powder, and the lipstick is available in the popular shades.

4. . ELIZABETH ARDEN: A substitute for wash cloth and soap called "Bath Mit" is included in this new bath set. The mit, which fits into the palm of the hand, is saturated with certain ingredients, and when it is moistened and rubbed on the body, is both fragrant and refreshing. The other items in the set are a cake of soap, and a bottle of the company's hand cream.

5. . FORT ORANGE CHEMICAL: "Chic" nail polish has been entirely repackaged in a new bottle, new label and new molded cap. The colorful band label is recessed in the bottle, and a new innovation is the shade selector under the label, which shows the real color of the polish when the finger tip is inserted under the flap. The brown molded caps and bottles from Owens-Illinois Glass Co. Photo courtesy General Plastics, Inc.

6. . PINAUD: The latest addition to this company's men's line is "Set-Up", a face lotion especially created for users of electric razors. The bottle fits into the palm of the hand, and the finger grips on the sides will prevent it from slipping. The label is black, with the name in yellow and other lettering in white. On the back of the label, which can be seen through the glass, are printed directions.



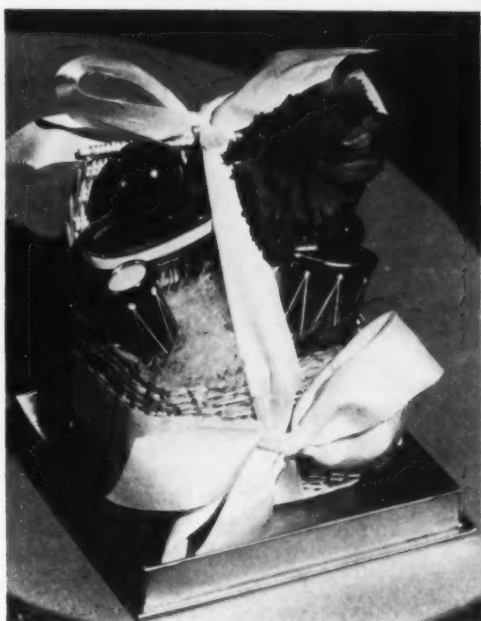
7. . KAY'S COSMETIC CO.: A new preparation, appropriately named "Masque", to be used for covering blemishes and also to prevent sunburn and windburn. Packaged in a small flat jar, with name and directions printed on the cover, it may conveniently be carried in a purse. Photo courtesy Anchor Cap & Closure Corp.

8. . MARY DUNHILL: The newest creation from this company is a combination compact, lipstick and comb set, decorated with the familiar "Flowers of Devonshire" design enclosed in glass. The items are available in various colored enamels, and the lipstick is offered in all the popular shades.

9. . CHARBERT: Here is an unusual combination package which is particularly effective. Called "The Panier of Charbert", it contains eau de cologne, perfume, a lipstick and an artificial flower. These sets trimmed with a wide satin ribbon are available in the company's four leading odors, and each fragrance is identified by a different color ribbon. The little basket may be adapted for various uses after the contents are taken out.

10. . CHRISTY INC.: Another example of the many uses for molded containers is this attractive nail polish set of black "Durez," particularly convenient for traveling as the preparations are held in place by molded-in partitions. The metal foil band, and the ridges on the exterior add smartness to the package. Photo courtesy General Plastics, Inc.





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11 . . SEVENTEEN: This is a new grooming kit which will undoubtedly find favor as a holiday or occasional gift. It contains all the essential preparations for a hasty freshening-up treatment, packaged in special sizes with the familiar "Seventeen" label in pink, blue and silver. The box is shiny pink and snaps shut with a button closure.

12 . . KATHLEEN MARY QUINLAN: A smart round bottle, with a dome-shaped metal cap has been adopted for this company's cologne as part of its Christmas promotion. This con-

tainer has a shaker top, and a silver label imprinted in black. The package is boxed and wrapped with a gay white and gold paper, tied with gold tinsel, to which a Christmas tag is attached. Such a package will surely be gratefully received by all last minute shoppers.

13 . . REX PRODUCTS: Here is a smart loose powder compact with an attractive petit point design on both the front and back covers of a gold metal case. This vanity is available in various other designs and colors.



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REVIEWS OF TECHNICAL BOOKS

□ **THE EXTRA PHARMACOPOEIA, Volume I.** Martindale, published by direction of Council of the Pharmaceutical Society of Great Britain, 1182 pages. $4\frac{1}{2} \times 7$ inches. 1936. Price 27/6 for 21st edition.

This is volume I of two volumes of the well known handy reference and informer on the various pharmacopoeias and codexes. The present volume is up to date including the B. P. C. 1934 and the U. S. P. XI and N. F. VI changes. The first drug considered is acacia, and the salts of zinc are the last. This edition includes a British Poisons List.

Owners of the 20th edition volume II will find little help in using the references in this edition. And since it is only the 20th edition (Vol. II) that is now available, there is a little confusion in regard to index.

Information is presented in the usual clear and thorough style. The book is an excellent reference as many will admit.

M. G. DE NAVARRE.

□ **ORGANIC CHEMISTRY.** Dr. Frank C. Whitmore. 180 pages. Flexible Fabrikoid Cover. Illustrated. $5\frac{1}{2} \times 3\frac{3}{4}$ inches. Published by D. Van Nostrand Co., Inc. New York City, 1937. Price \$7.50.

The recent recipient of the Nichols Medal and the president-elect of the American Chemical Society, Dr. Whitmore has written a very complete English book on organic chemistry. Full sources, methods of preparation, properties and reactions are given. Particular attention is given to very recent materials. An unusual observation in any textbook is the author's remarks about the practicability of reactions, from the point of view of yield. This is important in any form of chemical production. The book is divided into four parts: aliphatic, alicyclic, aromatic and heterocyclic discussions.

Under a discussion of phenyl ethyl alcohol, we find "it is best prepared by the reduction of ethyl phenyl acetate. This process is best carried out by means of absolute alcohol and sodium."

On page 659 discussing ionones we find "they are obtained by an ordinary aldol condensation of citral with acetone, to give pseudo-ionone, followed by an acid ring closure.

The conversion of the 1,5-diene to a 6-ring by an acid is an internal polymerization initiated by H-ions. The isomers are separated by means of the NaHSO_3 compounds, of which the alpha is less soluble in NaCl solution."

And so on for hundreds of other compounds of interest to the cosmetic and related industries. Manufacturers of aromatic materials, or any type of materials requiring chemical inter-action, will find this book of great help in both explaining what happens as well as predicting the results. This reviewer recommends it as the best organic text book in a long time.

M. G. DE N.

□ **QUANTITATIVE PHARMACEUTICAL CHEMISTRY.** Glenn L. Jenkins and Andrew G. DuMez. Second Edition. 466 pages, $5\frac{1}{2} \times 8$ inches, illustrated. McGraw Hill Book Co., New York, 1937. Price \$3.50.

Those acquainted with the first edition of this illuminating text, will find the second edition still better. Added material consists of calculations, references, hydrogen-ion work, problems and exercises. This does not include the increased number of data due to revisions of the U. S. P. and N. F.

While this book was primarily intended for students, it will find manifold sale in the pharmaceutical industries. For, the numerous reactions involved in type assays are carefully and thoughtfully explained. However, the description of the alcohol determination can stand a good deal of clarification, for the average student is left pretty much in a quandry when confronted with an assay for a 25% alcoholic liquid containing aromatics. Those having done many such assays will find little trouble after reading this section. But the beginner might be better informed.

Another thought this reviewer would like to leave with the authors, is the increased usefulness of this book, if it should contain description of assays for mixtures of drugs, etc., such as are found in commercial channels, instead of describing only the pure substances.

Descriptions of iodine values, saponification values, acid values, etc.,

are particularly useful and clear. Cosmetic men would find this valuable information. Data on analysis of essential oils is quite complete.

This is a book that will live. No conscientious chemist can be without it. It is one of the best helps this reviewer has seen, and he recommends it to any chemist having traffic with pharmaceutical materials, which include cosmetic materials as well.

M. G. DE N.

□ **KOSMETISCHES PRAKTIKUM.** H. Janistyn. $5.25''$ by $7.25''$. Paper covered. In German. Verlag für Chemische Industrie H. Ziolkowsky, G.m.b.H., Augsburg, Germany. Price R.M. 3.90. 1935. 300 pages.

This is volume II of a series. Volume one is on cosmetics for the hair, reviewed in this column April 1936. The present work is on the cosmetics for the skin.

The book is divided into five sections namely, cosmetic perfumery, skin cleansers, bath preparations, toilet water, cosmetic emulsions.

Typical of the European books, the back of the present work contains numerous advertisements, which we over here do not consider to be good taste.

In section one, we find short descriptions of essential oils, natural flower essences and absolutes, resinoids, terpene free oils, and synthetic aromatics.

First in the section on cleansers, is a detailed discussion of soaps, every kind of soap imaginable . . . with a short description of each type. Modern formulas with the sulfonated fatty alcohols are included. Formulas for these and for soap perfumes complete this section.

Bath preparations have 16 pages devoted to them. Liquid and solid products are given, with complete formulas.

Over 33 pages are devoted to toilet waters, which include various after-shaving lotions, face lotions in general, toilet waters, and medicinal preparations. A misplaced section here seems to be one on skin oils. Ten pages cover the formulation and function of skin oils in general.

One hundred and seventy-five pages are devoted to cosmetic emulsions, with perfumes for the same. A good section on sun tan preparations is included. If you can read German, this is a worthwhile reference book.

M. G. DE N.

THE AMERICAN PERFUMER • COSMETICS • TOILET PREPARATIONS

WM. LAMBERT, Editor

MARY L. GOODMAN, Assistant Editor

HARLAND J. WRIGHT, Publisher

BUYING RAW MATERIALS

The cosmetic manufacturer has never had a better opportunity for the purchase of satisfactory raw materials, whether for manufacturing or perfuming. Full advantage can be taken of these opportunities only by buying methods and policies which permit the supplier to render his full service. Such methods do not contemplate unreasonable and impossible price demands.

TOO many complaints have been made recently regarding the purchasing habits of the industry. There was an epidemic of such complaints in the immediate post war period and another during the boom years immediately before the depression. They seem, indeed, to be closely related to periods of rising prices. In a sense, this is quite natural. Manufacturers do not like to see their prices advanced by reason of advancing raw material costs. They are prone to blame the supplier of raw materials for such increases, which he, in fact, enjoys no better than does the manufacturing consumer. They make it more difficult and less pleasant to sell.

An investigation of the markets for cosmetic and perfume materials at once reveals the fact that the manufacturer has never been better served by the suppliers than he is at present. Materials are available in greater variety, greater purity, and under better terms of service than has ever been the case in the history of the industry. No fault can be found with the suppliers on any basis excepting that conditions beyond his control have brought price rises in some of the products which he sells.

In perfumes and cosmetics it is peculiarly true that the manufacturer gets what he pays for. So many grades and types of many of his raw materials exist that he can buy almost anything at a price or on a price basis. If, however, he is to maintain the reputation of his products, he must purchase raw products of *quality*.

These are and will be available to him at fair prices from whatever supply house with which he cares to do business. His insistence, often too vigorously expressed, upon lower prices is unfair to the supplier. It is worse than that. It is one of the principal causes of substitution and sophistication of products by the unscrupulous, here and abroad. No one wants to indulge in any practices which lower the quality of the industry's raw materials, but in some recent cases, such action has almost been forced by the buyers themselves.

When you purchase raw materials, it is well to remember two things. First, you cannot afford to jeopardize the finished product by the use of uncertain raw materials. Second, by purchasing on price alone, you foster, —perhaps even force—a lowering of the standards of the products which you must purchase. This is neither good and economical buying, nor is it sound business. The seller is not to blame for advancing costs. He is not always to be blamed for lower quality materials. You get what you pay for, especially in perfume and cosmetic raw materials.

* * *

FOR SANE TAXATION NOW

The cosmetic taxes can be revised at the present session of The Congress. Whether they can be eliminated or not depends largely on the need for revenue. However, a poorly drafted and unworkable law, about which experts, whether in or out of the Treasury, have never been able to agree, can at least be re-drafted so that taxation, if we must have it, will be both understandable and workable.

WHEN this issue of *The Perfumer* reaches its readers, Congress will be reassembling for the special session called by the President. There will be many important and some highly controversial subjects to be considered, but none which is likely to arouse more debate than taxation. While it has been "hoped" officially that new and additional taxes will not be required, there has also been some hint that a revision of some phases of the present tax structure will be attempted. Most prominently mentioned, of course, are the existing taxes on corporate surpluses. No hint of revision of the recently re-enacted excise taxes has been let fall.

Should tax revision be attempted, however, there is no reason why the excise brackets should not be revised as well as some better known levies. There will certainly be the opportunity of opening the subject by offering amendments to the existing statutes, and there is no reason why this industry through friendly Representatives and Senators should not take just this step.

How great is the chance that the Cosmetic Excise Tax may be repealed or substantially reduced in rate at this session? Candor compels the admission that the chance of either of these happenings is remote. The tax has just been re-enacted at the virtual insistence of the President. It has been fairly lucrative for a tax on so small an industry. Revenues are as badly needed as ever. What then is the object of reopening the matter at this session?

It seems that there is an excellent reason for reopening the matter regardless of the extreme improbability of repeal. When the tax was enacted, it was written with a view to the collection of ten per cent on the wholesale

selling price of cosmetics and toilet preparations. The government complains that the yield has not been up to expectations. It is a wonder, in fact, considering how poorly the statute was drafted and with how little consideration for the methods of doing business in the industry, that the yield has been as great as it has been.

This law needs revision regardless of the rates imposed. If we are to have a cosmetic tax, unjust as it is in principle, let us have one which is workable and places the same burden on every manufacturer, no matter how he may choose to conduct his business. We have heard of instances in which manufacturers have been paying the full ten per cent ever since the tax was first enacted. We have also heard of instances in which a substantial part of the burden has been quite legally avoided, and rumors of products on which little more than one-tenth of the expected tax has really been paid.

Under such circumstances, the industry, without even requesting complete repeal, may quite properly ask for revision in the interests of justice and fairness to all its members. It is true that the yield has not been up to estimates. Could not the industry prove that with some revision of the terms of the statute, the yield would even be increased at a lower rate? It would seem not too difficult.

The revision most needed in the present law is the addition of a definition of the term "manufacturer." Under the present law, no one, including the highest Treasury officials has been able or willing to define this term. Inasmuch as the whole enforcement of the law depends upon the meaning of this particular word, why should

it not be defined in the statute itself and not left to the chance determination of officials, who seem to have very varied, not to say peculiar, constructions to place upon it? Another simple and obvious correction should be made in the provisions regarding the taxability of containers. If they are taxable, that should be stated with sufficient clarity so that even the most incapable member of the enforcement staff could understand it. Confusion on this point has led to much misunderstanding and injustice.

In the present law, too much is left to the power of the Secretary to make regulations. Regulations, indeed are necessary but there is no excuse for legislation by regulation or for a law which permits the Secretary and his assistants to dodge the quite obvious duty of impartial law enforcement by such statements as the oft repeated "Each case must stand on its own feet."

The cosmetic industry, because of emergency revenue necessities, may have to continue to be unfairly burdened with an excise tax upon its products. If it does have to bear this burden, however, it need not necessarily work under a statute which no one has been able to interpret and which taxes some heavily and others lightly. Nor does the government need to be disappointed in the amount yielded by the tax. A few simple revisions will make it workable and at least equally burdensome on all. With the present wording and the present attitude of enforcement officials, that seems impossible. That is why we should seek to reopen the whole matter at this session of Congress if possible, and there is no reason why it is impossible.

ABSTRACTS FROM FOREIGN JOURNALS

Under this heading are published brief abstracts of articles, both technical and general, from foreign journals in this field, together with page and volume references. We cannot furnish complete copies of these articles or journals but will be glad to supply the addresses of the publishers upon request.

E. Waldstätten and H. Feuer suggest the following test for the evaluation of tragacanth: Powder 10 grams of tragacanth so it will pass through a No. 5 sieve. Scatter 0.05 grams of this powder on the surface of 100cc of water in a tall cylinder. After the gum is wetted, shake well and allow to stand for 24 hours. Shake and pass through a rapid filter paper. The filtrate should have a relative viscosity of 1.4 as determined on an instrument based on the Ostwald capillary viscometer. *Quart. J. Pharmacy & Pharmacol.* 9, 710, 1936.

Frank H. Sedgwick reviews dyes, depilatories and deodorants, in the 11th of a series of articles called, "A Course in Cosmetics" in *S. P. C.*, January 1937, p. 55. Warning on the use of paraphenylene-diamine and paratoluene-diamine is given. Calcium sulphide rarely exceeds 5% of a depilatory composition. Deodorants are usually based on aluminium salts. Hexamethylenetetramine is better than formaldehyde. The chief ingredient of cream deodorants is zinc peroxide.

A. N. Ghose writing in the *Indian Soap Journal*, 3, 149, 1936, evolves the following formula for a vanishing cream snow: Triple pressed stearic acid 20 grams, potassium hydroxide 2 grams, glycerine 4 grams, and water 150 grams. Within 7 days perfume, and stir well. Perfume composition can be made with 1 cc musk

xylol in benzyl acetate, rose compound 2 cc, geranium African 0.5 cc, phenyl ethyl alcohol 0.5 cc and jasmine compound 2 cc.

An anonymous writer describes a group of new materials for cosmetic use, in *La Parf. Moderne*, 30, 519, 1936. Among the materials described are di-glycol sebum, cetyl laurate, cholesterin stearate and laurate, specialties based on sebazine.

An anonymous communication in *Revue des Marques*, 14, 307, 1936 describes the use and action of ambergris in perfume extracts. For best results it is necessary to use from 30 to 80 cc of the infusion of ambergris per liter of extract. A method of testing ambergris is given. A special method for making the infusion is described. The product should be aged in a cool place for six months.

Hungarian Essential Oils

In opening his discussion on this subject, **DR. ERNEST GUENTHER**, Chief Research Chemist of Fritzsche Brothers, Inc., New York, describes Oil of Coriander Seed and outlines its properties and chemical constitution.



Coriander Culture in Kaposfo

Oil of Coriander Seed

CORIANDRUM SATIVUM L. is an annual umbelliferous plant growing, according to conditions of soil and locality, 30 to 70 cm. high. The umbels are white, the fruit is globular and 5 to 7 mm. in diameter. If harvested in the proper state of maturity the fruit has a light brown color. The plant is not sensitive to cold and quite resistant to heat and drought. Coriander adapts itself easily to any kind of soil but the best yield is obtained in light, rich and fertile ground. The plant grows well after any other crop and therefore offers no difficulty in the rotation of crops; it forms a very suitable green-crop before wheat.

Coriander must be planted in soil free from weeds. Deep plowing in fall is very necessary, the ground, free of clods, thereby becoming smooth and light for the following spring. The soil is prepared for sowing either with a disk harrow or through repeated harrowing with the common harrow. If the structure of the soil is too light, a roller is passed before the drill plow (sowing machine) in order to render the soil firmer. Immediate manuring, however, is avoided for this would cause much weed development.

The best time for sowing is in March; coriander is sown at the same time as barley and oats. Benefiting from the winter humidity of

the soil, the seeds germinate very well and evenly within eight to ten days. The distance between the rows is 35 cm. but if the soil is actually free from weeds the seeds may be sown in a row distance of 11 to 13 cm. In the latter case, however, the ground cannot be hoed. The drill plow is followed by a bush harrow which covers the seeds with earth. This covering must be only slight. Eight to ten kilos of seed are required for sowing one "Kataster Joch" (1.422 acres or 0.575 hectares).

The cultural care begins as soon as the seeds have sprouted. At first the young plants develop very slowly but as soon as they have taken root they grow almost visibly. After the plants have reached a height of about one span (5 to 7 inches) they

are hoed for the second time. From then on the plants grow rapidly, the leaves protecting the ground around the plants so well that further care is not necessary. If the coriander is sown in a greater row distance, 36 to 37 cm. for instance, a cultivator (planet) can be used instead of a hoe. When not yet matured, coriander has a strong, characteristic and very disagreeable odor.

By the end of July or beginning of August the seeds reach maturity and as soon as most of them have changed color from green to rust-brown, harvesting is commenced. The progress of ripening has to be watched very carefully; the change of color into reddish-brown or yellowish-brown is a quite reliable indication that cutting should be delayed



Threshing coriander seed

no longer. It is usually done with scythes or with sickles if the seeds are already too ripe. The cut plants are left on the field, gathered into swaths, to be piled up into larger heaps on the following day after the dew has dried off. Two or three days later the plants are loaded upon carts lined with big cloth or canvas sheets and transported to the threshing machines, or put up in small ricks. Regular threshing machines adjusted for the threshing of rapeseed may be used. If the weather is sunny and dry the seeds are spread out on sheets near the threshing machine where they are turned over repeatedly with a shovel and quickly dried. Within one to two hours they can be transported to the granary for final drying. There, in an airy space, they are spread out, four to five fingers high, then turned over several times with a shovel to avoid formation of heat, sweat or mould. When finally air-dry, the seed is stored in big heaps.

One "Kataster Joch" (1.422 acres or 0.575 hectares) yields from 500 to 1200 kilos of coriander seed and, in addition, 2000 to 2500 kilos of straw which may be used for sheep feed.

Previous to distillation the coriander seeds must be crushed between heavy rollers because uncrushed seeds yield less oil. A comparative experiment, for instance, showed that crushed seeds after 9½ hours of steam distillation yielded 0.92% of oil while uncrushed seed of the same lot, distilled in the same still and with the same steam pressure, after 12¾ hours yielded only 0.88% of oil.

Stills of several thousand liters capacity are employed. The oil yield ranges from 0.4 to 1.1% for crushed Hungarian coriander seed; in the average it runs from 0.5 to 0.6%. Inferior qualities of seed contain less oil. The oil content depends primarily upon weather conditions prevailing during the year of planting, rather than upon the quality of the soil. It is influenced also by the state of ripeness of the seed; unripe or half-ripe seeds give not only abnormally low yields but oils of inferior and very disagreeable odor.

The yield of oil from Hungarian seed material compares not unfavorably with that from Russian seed which, like German and Czechoslovakian seed, averages 0.8 to 1.0%.

TABLE I

Specific Gravity at 15° C:	0.8721 to 0.875
Optical Rotation:	+10.25° to +10.48°
Refractive Index at 20° C:	1.4622 to 1.4630
Solubility:	Soluble in 2 to 2.1 volumes of 70% alcohol.

TABLE III

Specific Gravity at 15° C:	0.870 to 0.885, usually not higher than 0.878
Optical Rotation:	+8° to +13°
Refractive Index at 20° C:	1.463 to 1.471
Acid Number:	up to 5
Ester Number:	3 to 22.7
Solubility:	Soluble in 2 to 3 volumes of 70% alcohol, at 20° C.

Rumanian seed, according to Gilde-meister & Hoffmann¹, yields 0.34 to 0.81%; French seed, 0.4%; Dutch seed, 0.6%; Italian seed, 0.35 to 0.5%; the large sized seed from Morocco, only 0.2 to 0.3%; East Indian seed, 0.15 to 0.25%. Our own distillation experiments with Moroccan seed gave a yield of 0.2% and an oil of inferior odor.

The seed exhausted by steam distillation contains about 11 to 17% proteins and 11 to 21% of fatty matter. It may serve as cattle feed.

A. Leikin² studied the distillation of coriander seed with overheated steam. Experimenting with steam up to 6 atm. pressure (161° C.) the author obtained a normal yield of oils and of good odor and normal color. The advantage of this process consists in the reduction of the length of distillation from nine hours to six hours.

Chemical and Physical Properties

According to a private communication from Dr. Jules de Bittera, Budapest, oil of Hungarian coriander seed varies between the limits shown in Table I.

These figures are probably somewhat too closely limited. A lot of Hungarian oil, undoubtedly pure, when analyzed in our laboratories showed the constants given in Table II:

These figures apply to Hungarian oils.

For oil of coriander seed in general, Gildemeister and Hoffmann³ indicate the limits shown in Table III:

TABLE II

Specific Gravity at 25° C:	0.866
Optical Rotation:	+10° 2'
Refractive Index at 20° C:	1.4639
Saponification Value:	12.3
Solubility:	Soluble in 1.5 to 2 volumes of 70% alcohol.

TABLE IV

Specific Gravity at 25° C:	0.863 to 0.875
Optical Rotation at 25° C:	From +8° to +15°
Refractive Index at 20° C:	1.4620 to 1.4720
Solubility:	Soluble in 3 volumes of 70% alcohol, by volume.

The United States Pharmacopoeia, Eleventh Edition, prescribes for oil of coriander seed in general the constants given in Table IV:

Test for heavy metals must be negative.

Chemical Constitution:

The chemistry of coriander seed oil was investigated by B. Grosser⁴, F. W. Semmler⁵ and P. Barbier⁶, primarily in regard to the main constituent, linalool. Later H. Walbaum and W. Müller⁷ elaborated on the other compounds of which they identified the following:

d-α-Pinene—Oxidation with KMnO₄ to *d*-pinonic acid; m.p. 68.5-70°; $[\alpha]_D^{20} = +89.40^\circ$.

dl-α-Pinene—Oxidation to *dl*-pinonic acid; m.p. 104-105°. Identified also through m.p. of the nitrol benzylamine 123-124°.

β-Pinene—Oxidation with KMnO₄ to *n*-pinic acid; m.p. 125-127°.

Dipentene—Very small quantities; m.p. of tetrabromide 123-124°.

p-Cymene—Optically inactive; $d_{15}^{20} = 0.8601$; $n_D^{20} = 1.48565$; oxidation

with KMnO₄ gives *p*-oxy isopropyl benzoic acid, m.p. 155-156°.

α-Terpinene and *γ-terpinene*—form a large part of the hydrocarbons present in oil of coriander seed. The fractions 179-180° form a nitrosite, m.p. 154-155°; m.p. of dihydrochloride 51-52°; of dihydrobromide 58.5-59.5°. Oxidation with dilute KMnO₄ solution gives inactive *α,α*-dioxo-*α,α*-methyl isopropyl adipic acid, m.p. 189° (from *α*-terpinene) and the erythritol C₁₀H₁₈(OH)₄, m.p. 235-236° (from *γ*-terpinene).

Terpinolene (?) *phellandrene* (?)
Their presence is indicated but has not yet been definitely established.

Decylic aldehyde—M.p. of semicarbazone 102°; oxidation to decylic acid and analysis; other unstable aldehydes seem to be present too.

Geraniol—when isolated as CaCl_2 compound, showed the following constants: b.p. 231-232°; $d_{15}^\circ = 0.881$; optically inactive; m.p. of diphenylurethane 80-81°.

Borneol—M.p. 204°; slightly l-rotating; oxidation gives camphor; m.p. of camphor oxime 118°.

Acetic Acid—was found after saponification of the ester fractions.

d-Linalool—as main constituent, 60-80%. As a rule about 60-70% of coriander seed oil consists of the alcohol $\text{C}_{10}\text{H}_{18}\text{O}$ which was originally called coriandrol by F. W. Semmler⁸ but was shown to be the optical antipode of l-linalool by P. Barbier⁹. Both antipodes upon oxidation yield citral and may be transformed into geraniol. Walbaum and Müller¹⁰ calculated about 50% linalool when acetylizing in the regular way; 67.5% when acetylizing according to Boulez¹¹, whereas large scale fractionation gave about 70% linalool. By cold formylation¹² between 65 and 90% linalool is obtained.

(Continued on page 91)

stuff. Colorless, odorless, crystalline. If you use cholesterol, better investigate this material.

■ **TRAGACANTH** Adley Nichols writing in the *Journal of the A. Ph. A.*, evaluates tragacanth gum by measuring the viscosity of the mucilages by the falling sphere method. Out of 15 gums tested, one was ranked best, and three were called "good varieties." Further study gave an actual numerical rating to the gums, based on the dilution required for a certain number of seconds. If the standard be 100 seconds, one of the gums required a dilution of 1:32; another of 1:51 and still another could be diluted 1:83 for the same viscosity, namely 100 seconds. Homogenization of the mucilage is recommended for greater smoothness.

■ **CHEMICAL STORAGE** Merck's *vade mecum* "The Merck Report," again publishes a list of chemicals and their reactivity at freezing temperatures. Chemicals affected by cold and which require warm storage by cosmetic makers are: oleic acid, phosphoric acid, formaldehyde and lanoline hydrous. You might also add to this list the following: carbolic acid, eucalyptol, hydrogen peroxide and acetic acids. Buying these in advance of the coming cold spell, will save you a great deal of inconvenience.

■ **VITAMIN CREAMS** As predicted a couple of years ago, vitamin creams are now in their real stride. Vitamin D is a *must* ingredient in any good cream.

■ **DIETHYLENE GLYCOL** The large number of deaths resulting from the oral intake of an elixir of sulfanilamid containing diethylene glycol, has as everyone knows by now, resulted in quite a number of deaths. The Food and Drug Administration as well as the American Medical Association have definitely traced the deaths to the diethylene glycol. Let this be a warning to flavor manufacturers who have sometimes been a bit free with the use of glycols as solvents for flavor compounds. *There is no one glycol that has a clean bill of health.* True that some of the published information is confusing, but that should make you the more wary. Be careful, or you may be sorry.

by MAISON G. de NAVARRE

■ BEESWAX SPECIFICATIONS

As mentioned in last month's column, we will begin our series of raw material specifications with those for beeswax. American crude wax gives the most difficult emulsifying refined wax. African and South American crudes give easier emulsifying bleached waxes. A naturally bleached wax has a slightly lower acid value than a chemically bleached wax. Natural bleaching lowers the iodine value, while chemical bleaching sometimes increases it a great deal. Chemical bleaching has a tendency to increase the melting point, sometimes as much as several degrees. Pure beeswax is completely soluble in chloroform. The acid value for U. S. P. bleached beeswax is 17 to 23. This is a pretty wide range. The U. S. P. ester value is 72 to 79 for bleached beeswax, and 72 to 77 for yellow beeswax. Hubl recognizes a ratio number for beeswax, and the variation is from 3.6 to 3.8, though values running either higher or lower do not prove adulteration. Specific gravity may run from 0.950 to 0.970. The melting point varies from 62 to 70° C. The iodine value may run as low as 2, and as high as 15, though both figures are the extremes. The free acid runs about 15%, but may be more

or less. Stearic acid adulteration increases the acid value. The saponification value is reduced by mineral fats and waxes, and increased by spermacetti. These and other adulterations can be detected, but the tests are too lengthy to describe here. Most of the ranges given are wide, and waxes of known genuineness have been found conforming to such wide ranges. So, the fact that wax may be above or below the recognized values for a certain criteria, does not prove it is adulterated. Further testing must always be resorted to in questionable cases.

■ **CLOUDY SHAMPOO** It is quite often the case, especially among small manufacturers, that coconut oil shampoo just won't filter clear. In that case simply add about 3 to 5% of a new wetting agent, and the product is crystal clear. It works on liquid soaps too. Some have gone so far as to make the shampoo in the regular way, add the wetting agent, and without chilling, simply filter bright. That is all there is to it.

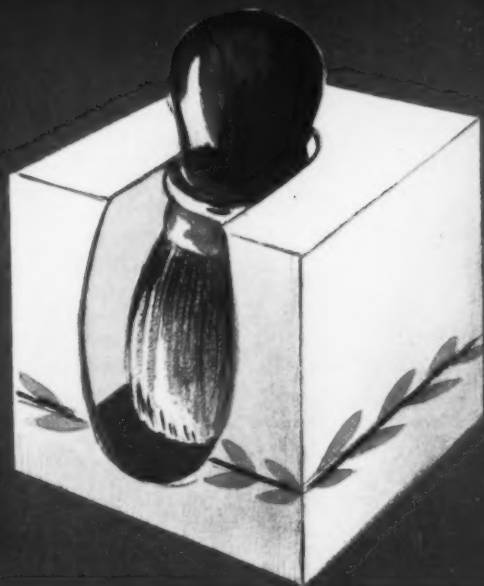
■ **CHEAP CHOLESTEROL** Another source of cheap cholesterol has recently been found. The product runs about 95% or so in cholesterol, and has all the properties of the pure

PACKAGE DESIGNER'S sketch book

A trio of package designs developed by **E. LEONARD KOPPEL**, which are available to interested manufacturers. Particulars and further details will be furnished on request. Address The Editor, *American Perfumer*.



FAMILY GROUP. The main objection to a line of labels being produced from one set of plates is that they all do not look well on the various sizes of bottles and jars that a complete line of products requires. But here is a design created for an imaginary company, with the labels conforming to the proportions of each individual unit. . . . Yet the complete set has been designed so that just one key-drawing, one set of original plates and one die-cut is required to produce the entire series.

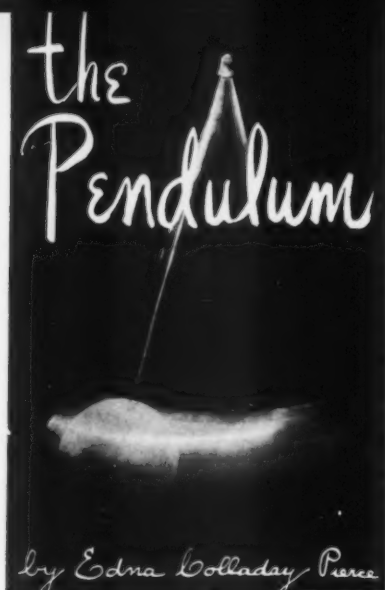


BOX-TOP becomes useful. In the old days of the shaving-mug, man had a place for his shaving-brush. But where does he keep it to-day? Generally in the wrong place. So here we have designed a box top to lead him one step nearer to Utopia.

It can be the cover of a carton containing shaving soap, or a safety razor. And just by placing it in the medicine cabinet or on any shelf it will make an excellent shaving-brush holder—plus a constant reminder of the product it originally contained.

SURREALISM in Cosmetics. Why not? As milady walks along the popular shopping lanes, she becomes "Surrealized" by the window displays and posters in the Dali manner. And in our national publications we have for quite a while been conscious of the surrealist vein in advertisements and editorial pages. We have designed this label to show that this theme of art can be utilized in a cosmetic line. And the manufacturer who carries it out will find no end to its merchandising possibilities.





STYLE TRENDS

SOME of the new French fabrics that are holding sway abroad are destined to play a part here in both our daytime and evening frocks, among them a soft linen lamé which, though quite as glamorous as the metallic ones, have as definite a clinging quality that will not only mould the silhouette, but will be much more comfortable to wear. This is the type of fabric that Vionnet delights to use, since it lends itself to the intricate lines so characteristic of her models.

The silk violine jersey that Alix drapes in her inimitable manner, has a satin back, and she uses it with bands of the reverse side swathing the figure, so that it looks as though she had employed two fabrics instead of one. Velvets are worn for both daytime and evening models, shirred to outline the bust, to emphasize and make more elaborate the sleeves, vying with a new high-lustre satin for prime favoritism.

Lanvin models invariably show full sleeves and the recent production of Henry Bernstein's new play "Le Cap des Tempêtes," disclosed Betty Daussamond and Jeanne Crispin in Lanvin clothes, while all the other participants wore typical full sleeved dresses.

As for motifs, sheer crepes are developed in Wedgewood, Aztec and African pottery themes, while prints are based on East Indian motifs, the fine, detailed floral forms, graceful branched effects, bandings and wealth of rich colorings, being reason enough for their success. Nor

are these seen in a cheap range of materials, the native cottons and washable rayons have given way to satin-laced or dull jersey, pure silk satins, novelty quadrille or slubbed rayon weaves. Silk and rayon houses that specialize in expensive dress materials are the strongest sponsors of the East Indian theme, and you'll see satin and silk evening dresses embodying some of these motifs.

To tie up with these, *evening bags and compacts styled to harmonize with them*, the bags containing dull gold and petit point or tapestry designs would find definite favor. Here is a production and promotional tip for alert manufacturers, well in advance of the actual appearance of women's costumes keyed to this theme. A word to the wise *should* be sufficient!

Resort Wear Fashions

And here's a new resort wear tip—black printed jersey, in screened, brilliant multicolor, with floral, bow-knots, Persian and adaptations of the Jean Pillement 18th Century designs, will burst on the market in time for the annual trek South. The price range will be carefully restricted, so that these will be worn wherever money flows freely and society leaders foregather among themselves.

Oh afterward, yes, there will be imitations galore, as is the case with every new style trend, but to know these trends *before* instead of *after* is the trick, and we have made it our business to dig them out for you *well* in advance, to enable you to cash in on them—provided you combine vision with quick-action qualities. Being NOW folks ourselves, we *see* and *do* almost simultaneously, thinking quickly, perceiving and planning as we act. Nuf sed!

Well over a year ago, almost two years ago in fact, we held forth on the Tyrolean style trend, and predicted it would last as long as that section of Europe retained its popularity for vacationists seeking superb facilities for winter sports, were interested in music—the best of which is obtainable in this vicinity—and in healthful climate, combined with peace, plenty and perpetuity, and we told how and why in detail.

The pay-off comes along about now when, in addition to sports and

daytime models, which have continued to be popular, of course, we are afforded the satisfaction of recording the fact that at the Salzburg Festival Plays are worn *evening gowns* inspired by Tyrolean peasant fashions! Two-piece evening gowns, if you please, with a short, fitted jacket and a stiff, padded skirt, full and wide, the jacket embroidered in a gold floral design and the quilted skirt in satin.

Toscanni, genius extraordinary, alone in his eminent perfection as musician and conductor, could "inspire" almost any kind of creative effort. No one could hear him and not be stimulated to do his superlative best, and couturiers are no different from the rest of us in this respect. The effects of his superb technique are tremendous, so it is not at all remarkable that amazing and beautiful modes in women's clothes will be among them. That he elected to go to Salzburg will lend direct impetus to inspired designs emanating from that locale. We repeat—"the Tyrolean influence in feminine trends will continue to last."



A November interior display at J. W. Robinson's in Los Angeles. No women could pass by a counter so beautifully decorated as is this one, and as she paused to admire, she would, like as not, be sold some perfume.

The American Perfumer

SELLING HINTS

Apropos of the Mexican influence we held forth on over a year ago, and again last month, we ourselves check up on our prophecies, you know, so when Vogue devoted a whole column that ran through several pages to "Mex-

yet it has the added advantage of not being seasonal. Authentic early American designs have been used, the sampler idea having been incorporated into a wood veneer box of the "treasure" type decorated with full-skirted belle or Town Crier—both on some of them—and a spray of flowers, all this in appropriate colors. On the lid of the "Vanity

other. No woman will ever discard "Old Spice" containers, for they are not only lovely to look at, but they're substantially made, the combination appeal is practically irresistible to buy and to keep as a constant reminder as indeed, a treasure box, a thing women adore whether or not they admit it.

Containers for your product that



"Mums" galore in a lavish Carson, Pirie & Scott window, in Chicago. No more attractive or eye-compelling device can be found to constitute feminine appeal than fresh and lovely flowers.

icana"; when florists blossom out in window displays with lacquered and varnished Mexican gourds and pottery and cactii; when Altman's open a huge section on the sixth floor called "Pan American," containing everything Mexican from jewelry and baskets to masques and chairs; when numerous Fifth Avenue shops display Mexican accessories, we are glad we called your attention to it in time for you to take advantage of the trend if you realize that the pendulum is swinging in that direction right merrily.

Colorful, gay, different, Mexican names for perfumes—that are really redolent of that tradition-ridden country—containers for all sorts of products, as well as accessories, are bound to have a feminine appeal to women of many types everywhere.

One of the most impressive and charming lines we've seen, that lends itself to development in many ways, is the unique and appealing "Early American" series scented with "Old Spice" originated and designed by the Shulton Co. It's what we call "a natural" for holiday display, and

Box," for instance, is the old motto "Handsome is as Handsome Does," in old English script and the box has a mirrored inside cover, and contains "Old Spice" soap—made as only Shulton can make it—in hand and guest sizes; a box of dusting powder, and two cylindrical packages of bath crystals. There are a number of different kinds, sizes and shaped packages in this series—a "Keepsake Box" among them—the most attractive of all being the old Steigel bottle adaptation of "Old Spice" perfume and toilet water.

The boxes are all lined with a reproduction of old-fashioned wallpaper. Unless we miss our guess very badly indeed, and so far that has not been our experience, this line is destined to go far. The odor—a combination of dried rose leaves preserved in spices—is delectable.

We discussed in these columns a year ago, the advisability of manufacturers styling their packages with a view to permanent feminine retention of the box the products come in, and cited several instances. Here, we are delighted to report, is an-

will not be regarded lightly by members of our sex may be more trouble to design, more expensive to produce, but by and large it will pay you *all* to deeply consider this point. *Usefulness, plus beauty, plus appropriateness* for your product are *important to you*, will save you many a headache on returned merchandise and fix your name definitely in the consumers' minds. If they lend themselves to promotion as readily as does the line we've just spoken of, so much the better for you and for the stores.

A rather ridiculous and far-fetched idea has just been put forth by a large and old manufacturer of perfumes. It is that the kind of *eyelashes*, length, color—as if they could tell in these days of eye make-up!—and texture, is one way to determine the kind of perfume a woman may prefer. Now we ask you!!! In view of the really authentic and fine promotion that this firm is doing on perfumes in general, we cannot help but go on record as saying that *this* absurd device is certainly unworthy of them.

Q & A

This department is devoted to answers to inquiries submitted by our readers. We invite members of the industry to avail themselves of this service. Answers will be published as rapidly as space permits. We shall be glad to reply promptly by mail to any reader who will enclose a self addressed envelope with his query.

150.—WETTING AGENTS

Q. We have read the Wetting Agents Bulletin and are anxious to know if other wetting agents are now available for the making of a "Drene" type shampoo. If so, please give names and sources of supply.—M. B., Texas.

A. To our knowledge no new wetting agents as such have become available, with a possible exception of one. This material is one of a series, and is used only in soaps. As regards "Drene" shampoo, comments made in this department at various times, along with a recent observation by M. G. de Navarre in his "Desiderata," cover this pretty well.

151.—FORMULAS FOR COSMETICS

Q. I am desirous of obtaining full and complete information regarding the ingredients of various cosmetics, flavorings, etc., formulas for same, etc. Am fully qualified to start with the raw materials so am not interested in concentration and such preparations, put out by oil companies.—B. A., Illinois.

A. The nature of your question is so general that we cannot answer it by either letter or in this department. We suggest you work out some arrangement with a consultant who can help you. You might also buy several text books such as Poucher's, Chilson's, Cerbelaud's or Winter's on these subjects.

152.—ALMOND LOTIONS

Q. Can you give me the formula and directions for manufacturing the emulsifying agent used in making almond lotions? It is made out of

stearic acid and triethanolamine.—B. T., Georgia.

A. Melt the equivalent weight of stearic acid, and stir in an equivalent weight of triethanolamine. In simple figures, melt 11 grams stearic acid and add 5 grams triethanolamine, and stir until uniform and smooth.

153.—HAND LOTIONS

Q. If you have any information on preserving hand lotions, I will appreciate your sending it to me.—M. L., Maine.

A. If your lotion is acid in reaction, the best and cheapest preservative you can use is benzoic acid in concentration of 1:750. Dissolve in hot water with the aid of alcohol or carbitol. If your product is alkaline you can use methyl-para-hydroxy benzoate, in same ratio.

154.—VITAMIN COLD CREAM

Q. We have been planning to market a vitamin cold cream. The comments that vegetable oil creams are better, open up an interesting angle, but frankly we are a little lost as to procedure. Can you give us a basic working formula using several of the following oils (these are given in a long list.) We are interested in a cream with wax free base.—L. L., New Jersey.

A. Olive, grape seed and avocado oils of those you give, have probably the richest supply of natural vitamins. All except olive give a nice cream with ordinary manipulation. Even olive oil can be made into a good looking product. We suggest that you get the Bulletin on Absorption Bases, obtainable free from The American Perfumer, in which you

will find a basic formula for the type of cream you want. Simply use your chosen vegetable oil, in place of other fats. You had better augment your vitamin content, with a concentrate, for the oils cited are relatively poor sources of vitamins. If you are interested in this phase we will give you names of suppliers of vitamin concentrates.

155.—LIQUID CLEANSING CREAM

Q. We manufacture a liquid cleansing cream according to the enclosed formula, with which we are not quite satisfied. After standing a few days the mineral oil separates. We would like to obtain a stable fluid and uniform emulsion formula.—M. G. W., Mexico.

A. We doubt very much if you could possibly get a stable product from the formula you give. The water content is too low. Drop the oil content to about 35%, instead of the 70% you now have. Increase the water from the 12% now present to at least 50%. However we suggest you discard your formula and try this one: Mineral oil, 35%, triethanolamine stearate 3 to 5%, borax 0.1%, beeswax 1.5% and distilled water to make 100%.

156.—BATH OILS

Q. I am interested in a formula for a product called Pine Oil For Bath. It should not be greasy, and it should give a clear solution when diluted in the bath tub. Please send us source of supply of materials used in formulating this product.—C. J., Penna.

A. Sulfonated oils are the best base for bath oils, since they are pretty good solvents for perfumes such as pine oil. You can add some of the liquid wetting agents to help hold the product clear on dilution, or to at least give greater dispersion when diluted. Tyrolean pine oils are pretty good natural oils, and some of the residues have been successfully used for this purpose. Accordingly, take at least 75% of a good sulfonated castor or olive oil, taking care that it is as free of water as possible, add as much pine oil natural or bouquet, as your product can stand from cost standpoint, dissolve. Tint if desired. Now add some wetting agent, at least 5% of dry material, or 10 to 25% of the liquid material. Mix again, and strain. If you have the facilities, filter clear.

Advanced Methods in CREAM MANUFACTURE

How and when to use the old and the newer emulsifying agents—Value of special agents in making milky emulsions—Ammonium Stearate and Glycol Stearate—Properties and Advantages of each—are treated in the fourth installment of this series.

by **DR. FRED WINTER**

ARTIFICIAL petrolatum is very white, but opaque, not transparent and not viscous. In some cases, this product could replace natural liquid petrolatum, but only in a general way, for it lacks both the transparency and the viscosity which are characteristic of the natural product.

Special Emulsifying Agents and Technique of Emulsification

Among the great number of new emulsifying agents whose number is constantly increasing, unfortunately without much merit, we shall describe here only some elementary products which are offered under honest definite chemical names, and none of those to which fanciful names have been given and often also some artful use patent, which seems to give them certain special virtues or an imaginary superiority. It would seem to be a grave error, yet one often committed, to think that the discovery of certain new agents of this kind has rendered superfluous the ancient and classical methods of emulsification, especially chemical emulsification by means of alkaline carbonates, caustic alkalis or finally by dilute ammonia.

Advantages of New Agents

We must, however, state the advantages which accompany, according to many reports, the use, either alone or as adjuncts, of these new emulsifying agents, and to emphasize their *really extraordinary utility* in many cases. If, nevertheless, the older methods have in prin-

ciple retained all of their value, and if, in many cases, these new agents need only be employed as accessory materials or auxiliaries, this fact does not in any way diminish the great utility of the special agents in question, as we shall show in the following.

Some of these agents of fairly ancient discovery are less well adapted to the manufacture of face creams. These are ammonium linoleate, ammonium oleate and the free oleic acid, used in the form of special aids in the emulsification of petrolatum (oleo-petrolatum). These products all have the disadvantage of introducing into the preparation oleic or linoleic acid (or the esters of these acids) notorious for their bad effect upon the skin. Soap is another emulsifying agent which has long been recognized.

Its use has become superfluous since the discovery of special agents of which we shall speak in the following, but is necessary in the production of pearly creams, whenever ordinary soap cannot be replaced by triethanolamine soap. It goes without saying that the soap which is used must be completely neutral or as near neutral as possible.

Ammonium Stearate

This product is now found in commerce as a rough white mass, but its ammonium stearate content is very variable. It is frequently a mixture of stearin and ammonium stearate. It seems preferable to us to use this valuable emulsifying agent in the form of a stearate cream, freshly prepared for the particular job with dilute ammonia (Sp. Gr. 0.96 to 0.97).

Note: In any event, avoid concentrated ammonia for it gives creams an ammoniacal odor which is difficult to mask.

Chemical emulsification by means of ammonia is to be preferred to that based on solutions of carbonates (sodium and potassium carbonates) because ammoniacal stearate results in especially smooth creams with great affinity for water. Some object to ammoniacal creams on the ground that they become yellow on exposure to the air.

This objection is not well founded for this yellowness happens only when the creams are carelessly kept in receptacles open to the air, negligence which is unpardonable because it is so easily avoided. When kept in well closed jars or tubes ammoniacal creams will keep indefinitely. Ammonium stearate creams readily absorb 70 or 80% of an aqueous vehicle and are perfectly stable when they are prepared with a hard stearin base. Beware of soft or friable grades of stearin!

In some cases the simultaneous use of a special agent (glycol stearate) may be necessary, especially in the manufacture of creams rich in petrolatum. We shall comment further on this later.

After these preliminary considerations we come to the special emulsifying agents of more recent discovery, the stearic ethers (glycol stearate), cetyl alcohol and triethanolamine.

General Comments

Glycol stearate and cetyl alcohol are mechanical emulsifiers, while triethanolamine, as an alkaline agent, produces a chemical

emulsion. All of these emulsifying agents have become valuable and almost indispensable aids in the preparation of creams, and cosmetic products of all kinds.

In fact, it is largely due to this group of special agents that the cosmetic industry has found wholly new views regarding the emulsification of petrolatum, which without them is so difficult to accomplish, and not less in the preparation of a list of cosmetic products which contain particularly high proportions of an aqueous vehicle.

Among the innumerable services which these special agents perform we cite for example, their fortunate employment in the manufacture of beauty milks, formerly so difficult, and today so easy, thanks to the use of special agents. While the use of older methods in the preparation of these milky emulsions, showing a very high content of aqueous vehicle, produces, in spite of the most extreme care during manufacture, only results which are most uncertain from the standpoint of stability, the intervention of special agents permits us to secure absolutely stable milks with a minimum of trouble.

Stearic Esters (Glycol Stearate)

Among the various stearic esters, glycol stearates are the most important. The commercial product which we call glycol stearate is a mixture of monostearate and distearate of glycol and comes in the form of a compact, white or slightly yellow mass, partly transparent and somewhat resembling paraffin.

Glycol stearate is insoluble in water but will absorb considerable quantities of it. Fifteen grams of glycol stearate mixed with 85 grams of warm water give, after cooling with continuous agitation, a quite homogeneous cream. Glycol stearate is easily soluble in fatty bodies and gives them a pronounced affinity for water. When added to fatty mixtures in a proportion of approximately 10% in addition to the total weight of the fatty body, it permits the manufacture without the use of any other emulsifier of creams which are very rich in aqueous vehicle.

In addition to this exclusive use, glycol stearate is also frequently useful as an aid to accentuate the affinity of fatty mixtures for water, especially when the cream contains

greater proportions of petrolatum and of an aqueous vehicle.

In these instances it is sufficient to add 5 to 6% of glycol stearate although in some instances we may go as high as 10% in addition to the total weight of the fat to be emulsified, although this is exceptional. In considering the petrolatum content, a surplus of 10 to 15% of glycol stearate should be used, calculated upon the weight of the petrolatum.

Here are some examples for the preparation of glycol stearate emulsions:

FACE CREAM

I	
White liquid petrolatum.....	100 G.
White viscous petrolatum.....	50
Glycol stearate	30
Anhydrous lanolin	20
White wax	50
Stearin	30
II	
Warm water	350 G.
Borax	4
Sodium benzoate	4

Method: Mix the fatty bodies of I. Prepare a warm solution of II and pour it little by little, stirring well, into the fatty mixture. Boil for about a quarter hour stirring constantly. Then remove from the fire and put it in a container immersed in cold water and stir until it thickens. Perfume before completely cold.

EMULSIFIED OIL

I	
Glycol stearate	30 G.
White liquid petrolatum	220
White viscous petrolatum	50
Anhydrous lanolin	30
II	
Warm water	100 G.
Sodium benzoate	2
Borax	3

Method: Proceed as indicated for the cream. After cooling put the emulsion in a large bottle and shake the whole vigorously until the emulsion is perfectly homogenous.

(To Be Continued)

HAIR PREPARATIONS IN INDIA

A large market exists in India for hair preparations, such as hair oils, creams, brilliantines, shampoos, etc. A number of imported brands sell in the Indian market but the demand is to a very large extent confined to Europeans and Anglo-Indians. While all these items are also manufactured in India, the bulk of the demand from Indians is for hair oils. In addition to imported brands, the most popular among domestic hair preparations are stocked by European department stores.

No production statistics are maintained in India, but annual consumption of hair preparations was estimated at over Rs. 3,000,000. The producer of "Jabakusum," the most popular hair oil, is reported to spend annually Rs. 25,000 on advertisements for this product and to attain a sale of approximately Rs. 600,000 a year. The brand next in importance has monthly sales averaging Rs. 35,000. One hair oil manufactured in Bombay has been on the market for about 25 years.

Mineral oil is of importance in the domestic manufacture of hair oils.

Several manufacturers do not use white mineral oil but only sesame, cocoanut, castor or other vegetable oils.

The almost negligible consumption of white oil during 1934 and the decreased volume taken during the years 1933 and 1935 was due to the exceptionally low price of cocoanut oil which prevailed at that time, when, for a period slightly over two years between 1933 and 1935, cocoanut oil sold around Rs. 8 per pound. The bulk of white oil consumed in India comes from Germany, and Belgium supplies most of the balance. The United States has just entered the Indian market in white oil.

Among the domestic vegetable hair preparations, there are a number of medicated hair oils manufactured in which are used extracts of sandalwood, castor oil, etc. Besides hair oils, there are a number of other hair preparations such as brilliantines, pomades, creams, fixers, lotions, washers and shampoos, foreign and domestic manufactures, sold in India. (Trade Commissioner George C. Howard, Calcutta.)

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METAL CAN SPOUTS



Our tubes are produced under expert supervision to meet your individual styles and requirements. Your consumers like them . . . because they withstand tough punishment, until the last measure is squeezed out. Ask for samples—compare our prices.

N.B.—We are also headquarters for METAL CAN SPOUTS—for various household products.

WHITE METAL MANUFACTURING CO.

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F. L. Butz
393 Seventh Ave.

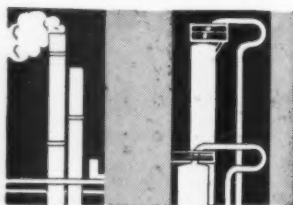
HOBOKEN, NEW JERSEY

Chicago Office, Charles A. Rindell, Inc., 64 West Randolph St.

Detroit Office
R. M. Stevenson
506 Donovan Bldg.

"These are my Jewels"

With the feeling that there can be no better evidence of the service we aim to render to our patrons, we enumerate below the outstanding firms we represent.



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260 South Broad Street
PETROLEUM PRODUCTS
White Mineral Oils U. S. P.
for pharmaceutical use.
Technical for cosmetic uses.
All gravities, all viscosities.

THEODOR LEONHARD WAX Co.

ESTABLISHED 1852

HALEDON - PATERSON - N. J.

BLEACHERS & REFINERS OF BEES-WAX

White Bleached Bees-Wax
T. L. Brand
Extra Quality - U. S. P.
and 100% Pure

THE HARKNESS AND COWING COMPANY CINCINNATI - OHIO - U. S. A.

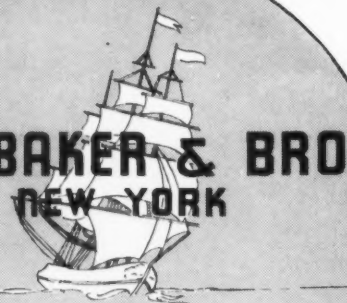
Manufacturers of Stearic Acid
Saponification Process



SIERRA TALC CO. LOS ANGELES - CALIF.

Sierra Talcs approximate the ideal -
chemically and physically - and
excel in uniformity of
milling and color.

H. J. BAKER & BRO. NEW YORK



STURGE'S
English Precipitated Chalk. U. S. P.
Extra Light Dense

THURSTON AND BRAIDICH NEW YORK

SPECIALTIES:
Gum Arabic - Gum Karaya
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COLGATE - PALMOLIVE - PEET CO. JERSEY CITY - N. J.

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Chemically Pure U. S. P. - Dynamite

A. C. DRURY & CO. INCORPORATED 219 E. NORTH WATER ST. - CHICAGO - ILL.



CAN THE PEOPLE WHO BUY YOUR PRODUCT ADD?

Your Product	\$.94
Permanent Package	.17
Selling Price	<u>\$1.11</u>

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They can, you may say, but they don't. Perhaps not — in the manner shown above. But — do you expect them to believe that you are *giving* them an expensive "permanent" package? Do you expect to fool today's consumers so easily — when they are demanding — and receiving — increasingly complete and detailed information about the quality and price of the products they buy?

Learn what a set-up paper box by Ritchie can do for you! Learn what an important *merchandising* factor it can be. How it can win free display space and consumer preference for your product. Investigate the *economy*, the *sales value* of a Package by Ritchie!

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71 YEARS of packaging experience — seventy-one years of learning how to put sales appeal in a package — is behind a Package by Ritchie. Today Ritchie packages help to sell nationally-known products in almost every field.

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V I O L A

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A Violet odor of the Italian
Type, fragrant, with just a touch of the "leaf"
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A splendid and popular
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Sample submitted upon request.

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LOS ANGELES: 685 ANTONIA AVENUE

CANADA: 119 ADELAIDE ST., W. TORONTO

NEWS & events

Edna Arthur Opens Coast Salons

Featuring a new line of cosmetics, Edna Arthur of Crossroads of the World in Hollywood, Calif., is establishing a series of individual studios or salons in the principal cities on the Coast and will extend them nationally as business develops. Five salons, comprising the first Western group are already in operation in California, Oregon and Washington, and as soon as satisfactory divisional superintendents can be found, more will be added to the rapidly growing chain. Miss

Arthur developed the line after years of close association with the picture studios and study of the skin and make-up problems.

L. P. Shinn Resigns from Ford Hopkins Drug Stores

L. P. Shinn, general merchandise manager for the Ford Hopkins Drug Stores, Chicago, has resigned from that company and is now associated with the Crowley-Milner Co., Detroit, as drug and toilet goods buyer. No successor for Mr. Shinn's position has yet been appointed.

Arden Opens Montreal Salon

Elizabeth Arden was hostess at the opening of her new salon at 2084 Peel St., Montreal, last month. This salon, which occupies a three-story building, is luxuriously furnished, the decorative scheme carried out in the Arden colors of rose, blue and off-white, with baskets of flowers everywhere. The reception room and lounge are artistically furnished, and special rooms are available for face treatments, hairdressing, air-bubble baths and exercise.



Coty Inc. has installed a "Theatre of Merchandise" in its recently remodelled building at 423 W. 55th St., New York, for the exhibition of its new sound films to visitors. Perfect acoustics insure the complete enjoyment of these movies. The company's gift merchandise and other products are also effectively displayed here.

Annual Meeting of Salesmen's Association

The Salesmen's Association of the American Chemical Industry held its annual meeting at a luncheon at the Chemists' Club in New York City on October 26. After the reports of the various standing committees were read, a nominating committee to select a slate for the coming year was chosen. This committee consists of William Barry, Mallinckrodt Chemical Co., chairman; Ira Vandewater, R. W. Greeff & Co.; Thomas R. Farrell, Drug & Cosmetic Industry; G. S. Furman, Merck & Co.; H. B. Prior, Prior Chemical Corp.; William Weed, Electro-Bleaching Gas Co., and R. J. Quinn, Mathieson Alkali Co.

Charles R. Lichtenberg of Commercial Solvents Corp., president of the Association, spoke on the loss of Bernard J. Gogarty sustained by the Association and later a resolution was passed on his death.

**O. C. Olin Arden
Sales Manager**

Oscar C. Olin, well known throughout the cosmetic field and for a number of years sales manager of Northam Warren Corp., has been appointed sales manager of Elizabeth Arden Sales Corp., New York.

**Dr. Katz Confers With
Soviet Cosmetic Officials**

Dr. Alexander Katz, secretary of Florasynth Laboratories, Inc., New York, has returned to his headquarters on the Pacific coast after a long European trip. Most

of Dr. Katz's time abroad was spent in Russia where he acted as consultant to the Soviet Cosmetic Trust. This enterprise, which is a branch of the great government food trust in Russia, has made extremely rapid progress. According to Dr. Katz, the visit here of something over a year ago of Mme. Molotov, who is head of the cosmetic development, resulted in a considerable stimulus not only to the production of cosmetics and the development of many new and interesting raw materials, but also in the advertising, publicity and selling methods which had been adopted in Russia. He reports that Mme. Molotov carried back from America very modern ideas regarding advertising and promotion, and that these have been, and are being effectively used throughout Russia at present.

Dr. Katz traveled in all parts of Russia, consulting with the Soviet experts on the manufacture of cosmetics, perfumes and other allied products, and also in southern Russia and the Transcaucasia region where very extensive and elaborate essential oil development is taking place. He reports that many of the products of this new development are exceedingly fine oils, and that there are a number of new oils not heretofore known commercially, which are being developed and will be exploited by this enterprise. Dr. Katz is preparing reports on these new products which will appear in the pages of *The*



Dr. Katz

American Perfumer. He states, however, that there is no immediate prospect of exploitation of the familiar oils or these new ones from Russia. All of the oils which are being produced are used in the Russian enterprise, itself, and this will probably be the case for some time to come.

New factories have been built for the production of perfumes and cosmetics, and they are equipped with the most modern machinery and capable of tremendous production. The products are excellent, and are enjoying an increasing popularity among all classes of people in Russia, with the result that the business is in a very flourishing condition, and will undoubtedly be expanded further under Mme. Molotov's energetic direction.

Dr. Katz also spent some time in other European countries, visiting Grasse and several points of interest in Germany, Switzerland and England. He found the general European situation somewhat unsettled, but does not believe that there is immediate prospect of a general European war.

**Dr. Tone Wins
Perkin Medal**

The 1938 William H. Perkin Medal of the American Section of the Society of Chemical Industry has been awarded to Dr. Frank J. Tone, president of the Carborundum Co., Niagara Falls, N. Y. Presentation of the award will be made by Professor Marston T. Bogert of Columbia University, on January 7, at a joint meeting of the American Section of the Society of Chemical Industry and the American Chemical Society at the Chemists Club in New York City.

**J. C. Lab. Changed
to Jacqueline Cochran**

The J. C. Laboratories, Roselle, N. J., manufacturers of cosmetics, have changed the firm name to Jacqueline Cochran. The ownership and management of this company remain the same.

**Chevalier Garde Holds
Formal Opening**

The charming salon of Parfums Chevalier Garde, at 730 Fifth Ave., New York, was formally opened on October 11 with a party

for the press. The company's perfumes and other products were displayed to the guests, who were received by A. Tarsaidze, president and treasurer, and other officials.

**Malmstrom Represented by
Thompson-Haywood**

N. I. Malmstrom Co., Brooklyn, N. Y., producers of "Nimco" lanolin and wool greases is now being represented in Chicago, Minneapolis and Kansas City by the Thompson-Haywood Chemical Co.

Stocks of Malmstrom products will be carried in all three cities by the Thompson-Haywood Chemical Co., which maintains offices in Chicago at 1838 West 38th St., in Minneapolis at 909 Second St., South, in Kansas City at 29th and Southwest Boulevard.

N. I. Malmstrom is now on an extended tour of Europe and will return at the end of this month.

**Ungerer Appoints
Budd Vice-Pres.**

Ivon H. Budd has been appointed vice-president in charge of sales by Ungerer & Co., New York, after an association with



Mr. Budd

the company for two years. Mr. Budd is well known in the industry with which he has been identified ever since he was graduated from Cornell University in 1917. After completing college he joined the Antoine Chiris Co. Subsequently he purchased an interest in Julian W. Lyon & Co., which later became the Wangler-Budd Co. He then organized the Budd Aromatic Co., of which he was president. When that company was dissolved in 1935, he joined the organization of Ungerer & Co. as sales manager.

His broad experience, coupled with his chemical training, has given Mr. Budd a splendid grasp of the essential oil, aromatic chemical and perfume raw materials industry, which has been of great help to him in meeting the needs of the growing number of customers of the company.

The American Perfumer

1938 Flavor Convention in Atlantic City

The Flavoring Extract Manufacturers' Association will hold its annual convention on June 27, 28 and 29, 1938, at the Traymore Hotel in Atlantic City. Further plans regarding this meeting will be announced in the near future.

Dr. Isherwood Returns to England

Dr. P. C. C. Isherwood, O.B.E., Ph.D., F.I.C., managing director of W. J. Bush & Co., sailed on the *Aquitania* October 27 after a visit to the United States and Canada.

Dr. Isherwood arrived in Montreal on the *Empress of Britain* in September, and after visiting the offices and laboratories of the W. J. Bush & Co.,



Dr. Isherwood

(Canada) Ltd., came to New York where he conferred with his associates in W. J. Bush & Co., Inc. Dr. Isherwood passed on plans for additions to the plants of the company at Linden, N. J., and National City, Calif.

Before sailing, Dr. Isherwood expressed gratification with the conditions he found here for the associated companies, and was quite optimistic over their outlook for the coming year.

M. Chevron's Daughter Marries

Maurice Chevron, perfumer for many years for Firmenich & Co., in Paris, and Mrs. Chevron, announced the marriage of their daughter Yvonne to Jean Martin, on October 27. Fred Firmenich, of Firmenich & Co., is godfather to the bride.

Peggy Sage Appoints Hannon

James J. Hannon, formerly sales representative for the Northam Warren Corp. in Illinois, has been appointed sales manager for Peggy Sage, Inc., New York.

Correction of Agfa Advertisement

Due to an unfortunate typographical error in the two-color advertisement of the Agfa Aromatics Division of the General Drug Co. in our October issue, the name of the Division was incorrectly spelled. We regret this error, particularly as the name "Agfa" is known all over the world as the emblem of fine aromatic chemicals.

Kramer Talks On Emulsifiers

Robert A. Kramer, vice-president of Theodore Goldschmidt Corp., New York, addressed the New York Branch of the American Pharmaceutical Association on November 8 at the regular meeting of this group. The scientific section of the meeting was devoted to a symposium of emulsifiers and stabilizers for use in drugs and cosmetics, and Mr. Kramer discussed the newer emulsifiers. Other speakers were Francis Chilson, and Joseph Kalish.

Ungerer & Co. Enlarges Building

Ungerer & Co., have completed the work of enlarging their warehouse at 228 West 20th Street, New York, N. Y.

When the company purchased its warehouse at this location 10 years ago it was felt that the space was ade-

quate for all reasonable needs of the company. However, they were fortunate in acquiring land adjoining their building in anticipation of enlarging their warehouse when an increasing volume of business de-



manded it. On this land a steel and concrete fireproof addition was built which now combined with the old building gives a total space of three times that formerly available. The warehouse has been redesigned into one building of five stories and basement and in it is carried one of the largest stocks of essential oils in the United States.



Grover Whalen, president of New York World's Fair 1939, and executives of Owens-Illinois Glass Co., Corning Glass Works and Pittsburgh Plate Glass Co. sign an exhibit contract for the New York World's Fair with glass pen on glass top desk. As Glass, Inc., the three companies have taken 57,371 square feet of space in the Exposition. Left to right in the picture are: William E. Levis, president of Owens-Illinois; Harold F. Pitcairn, director of Pittsburgh Plate Glass; Mr. Whalen, and Arthur A. Houghton Jr., vice president of Corning.

Francois Goby Visits American Trade

Francois Goby of Tombarel Freres, Grasse, France, sailed October 30 on the *Conte de Savoi*. While in the United States Mr. Goby, in company with L. J. Zollinger, president of the Tombarel Products Co., New York, called on the trade in the Middle West and also in the metropolitan territory.

M. T. Shipkoff in United States

Michael Theodore Shipkoff of Theodore K. Shipkoff & Co., Sofia, Bulgaria, arrived on the *Europa*, November 1 on his first trip



Mr. Huisking and Mr. Shipkoff

to the United States. Much of his time was spent in conference with Charles L. Huisking & Co., New York City, American and Canadian representative for his concern. In company with William W. Huisking, who is in charge of otto of rose sales, Mr. Shipkoff called on the trade in the metropolitan territory and later made a trip to the Middle West. He reports that the rose crop in their district has been very favorable.

R. E. Williams Joins General Drug

Raymond E. Williams, formerly connected with James B. Horner & Co., New York, has joined the General Drug Co. in its perfume raw materials division.

N. E. Diehl Submits Winning Slogan

Norman E. Diehl, assistant division purchasing agent for E. I. DuPont de Nemours & Co., Wilmington, Del., won first prize of \$250.00 in the contest sponsored by

the Exposition of Chemical Industries for the best slogan giving "a brief descriptive expression encompassing the aims and the benefits redounding to men from the activities of the Chemical Industries." Ten other prizes of \$5.00 each will be awarded for the ten next best slogans submitted, and the winners of these awards will be announced later.

The judges in this contest, consisting of members of the Exposition Advisory Committee, examined hundreds of entries before selecting Mr. Diehl's slogan, which was "Chemical Research Creates Industries."

Actual presentation of the award will be made at the Sixteenth Exposition of Chemical Industries which will be held in Grand Central Palace, New York, the week of December 6 to 11.

Du Pont Fellowship Recipients Announced

Recipients of the twenty-four du Pont post-doctorate and post-graduate fellowships for the current academic year have been announced by the Fellowship Committee of E. I. du Pont de Nemours and Co. The company increased the number of its awards this year to twenty-four from the eighteen awarded last year because of the success of the plan in encouraging and developing organic chemical research.

Francois Morel Returns Home

Francois Morel, partner of Lautier Fils, Grasse, France, and president of Lautier Fils, Inc., New York, sailed on the *Ile de France*, October 28 after spending a month in the United States in conference with the officials of the American company.

Albert Kronman To Study Law

Friends of Joel Kronman, president of the Victor Metal Products Corp. will be interested to learn that his son, Albert Kronman, has entered Harvard Law School.

Mr. Kronman received his bachelor's degree from Lafayette College last June with honors in government and law. During his undergraduate years, he was coach and captain of

the fencing team and for three years was coach and captain of the varsity fencing team. In his senior year, he carried his team through the season without suffering a single defeat, a record not hitherto equalled in the 105 years since the college was founded.

Bromund Returns from Coast

Jesse F. Bromund, president of the E. A. Bromund Co., New York, has returned from a 4500 mile automobile trip to the Pacific Coast.



Mr. Bromund

The trip included stops in Lake Tahoe, Pyramid Lake, Carson City, Virginia City, where \$700,000,000 in gold, silver and copper are located, Geiger Pass, Sacramento and Reno. Fortunately

for the industry, Mr. Bromund did not visit the movie colony in Hollywood.

Col. Rumbough In Europe

Col. Stanley M. Rumbough, president of White Metal Manufacturing Co., Hoboken, N. J., sailed on the *Queen Mary* November 3 for Europe, where he will meet Mrs. Rumbough for a pleasure trip on the continent. Before returning home they will visit their son-in-law and daughter, Mr. and Mrs. Francis Cowles, who reside in Geneva.

van Ameringen Flies Reis Goes by Train

When A. L. van Ameringen, president of van Ameringen-Haebler, Inc., New York, and Waldo Reis, also of that company, found it necessary to make a trip to Chicago early this month, the question of how to travel was discussed. Mr. van Ameringen, who is an enthusiastic air traveler, preferred to fly, while Mr. Reis as usual insisted on going by train. The argument was finally settled to each one's satisfaction: Mr. van Ameringen going by plane, and Mr. Reis taking the train. They both left on November 2 and met in Chicago on the following day.

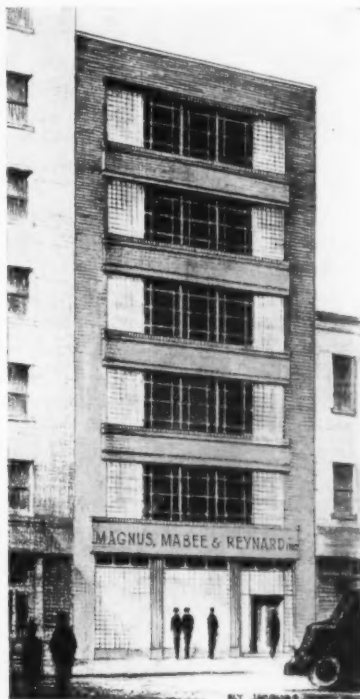
Magnus Erecting Glass Brick Building

The first all-glass brick building to be erected in New York City is now under construction for Magnus, Mabée & Reynard, Inc., at 16 Desbrosses St. to 119-21 Watt St., New York. The building will have six stories and a specially conditioned basement for storage of bulk essential oils. About 60,000 square feet of space are available, and the building fronts on both Desbrosses St. and Watt St., which will be occupied exclusively by the company.

A lunchroom for executives will be on the top floor, and storage space



Mr. Magnus



will also be available there. On the fifth floor, manufacturing operations will be carried out, and on the fourth floor, the analytical laboratory and dispensary will be located. A. H. Downey, technical director, will have a private office adjacent to the research department. Orders will be filled on the third floor, and executive and business offices will be on the second floor, which will include

a private office for Percy C. Magnus, president of the company. Receiving and shipping departments will be on the first floor. Recreation facilities for the women employees will be provided on the roof. Another feature of the building will be a directors' room with a museum of relics gathered by the predecessors of Magnus, Mabée & Reynard, as well as by the company itself in its many years of business activity.

Magnus, Mabée & Reynard, Inc. was established by the late Percy C. Magnus, Sr., in 1895. In 1901 it occupied the five-story building at 257 Pearl St., which was originally the site of the first Edison power station. In 1922 the company extended its building through to Cliff St. When it moves to its new location about April 15, 1938, the old Fulton St. district will lose one of its oldest tenants. Since the death of Mr. Magnus, Sr. in 1916, the company has been under the energetic direction of his son, Percy C. Magnus, and has shown a steady growth.

André Givaudan Returns Home

André Givaudan, of L. Givaudan & Cie., Geneva, Switzerland, returned home October 28 after a very brief visit to Givaudan-Delawanna Inc., New York, the American associate of his house. Mr. Givaudan was here only a few days, conferring with Dr. E. C. Kunz, executive vice-president of the American company. He returned immediately to Europe on account of the unsettled conditions prevailing there at present. He regrets that he was unable to visit many friends in the American industry, and hopes to have the pleasure of calling on them on the occasion of an early future visit.

Delaplane Asst. Sales Manager of Closure Division

R. E. Delaplane was recently appointed assistant sales manager of the Owens-Illinois Glass Co.'s Closure Division, Toledo. Mr. Delaplane started in the cap business with the former Closure Service Co., which in 1935 became a part of the Owens-Illinois Glass Co. During his connection with Closure Service Co., he was engaged successively in the operating and sales departments of the business. Later he became Chicago district sales

manager for the Owens-Illinois Closure Division. His extensive experience in the cap industry and his wide acquaintance with cap users throughout the country well fit him for his new responsibilities.

La Salle Company Organized

La Salle Perfumery and Cosmetics, Inc., Detroit, has been formed with R. E. Collins as head of company and manager.

Botu D. Pappazoglou Visits American Trade

Botu D. Pappazoglou, a member of the firm of Botu D. Pappazoglou Ltd., Sofia, Bulgaria, arrived on the *Normandie* Oc-



Mr. Pappazoglou



Mr. Ungerer

tober 14 on his first trip to the United States. The firm operates factories in Kalovo and Kazanlik and has its main office in Sofia, Bulgaria. It is one of the oldest distillers of otto of rose and distributes its products through agents all over the world. Hitherto Mr. Pappazoglou has exclusively contacted the trade on the continent and in England.

After conferring with his American agents, Ungerer & Co., with whom the firm has been associated in this capacity for over forty years, Mr. Pappazoglou left with Frederick H. Ungerer, president of Ungerer & Co., October 25 for a trip to the Middle West where they contacted firms in important cities.

Mr. Pappazoglou felt that the government control of the distillation of roses in Bulgaria would work out most favorably for producers and consumers alike. He sailed for Europe early in November, and prior to his departure stated that he was favorably impressed with the reception accorded him in the United States, and looks forward to visiting this country again in the coming year.

London Chemists' Exhibition

The Chemists' Exhibition (London), an annual event, changed its venue this year to the Royal Albert Hall. As usual, toilet lines were well represented, though perhaps less predominant than in 1936. In perfumery, the most interesting exhibit of British manufacture was "Admiration" by G. B. Delaville, a really high-grade perfume, at once fresh and seductive, selling at a competitive price. The latest Corday perfumes were shown by Fasset and Johnson, Ltd., and there were nice displays of floral perfumes



by Zenobia, Ltd., and Potter and Moore, Ltd. shown above. The latter firm's products are well known in the States.

Pacquin's lilac-scented hand cream was shown by Scott and Bowne Ltd. This product is new to Great Britain. The beautiful show card advertising it attracted much attention. Among other interesting novelties shown mention may be made of Zenobia's avocado oil preparations; Macleans's "Lemskin" lemon hand jelly and hand tablet; and the County Perfumery Co.'s "Brylfoam," a new shampoo preparation.

DuPont Issues New Catalog

E. I. DuPont de Nemours & Co., Wilmington, Del., has published a very comprehensive catalog of synthetic aromatic chemicals and many of its specialties, as well as a list of the products of Société des Usines Chimiques Rhone-Poulenc, for whom the company is American representative. It also contains a compounder's guide and other interesting information to manufacturers of products where the odor is an important characteristic. The book-

let, of 54 pages, is attractively printed in color, and has a spiral binding. Copies are available upon request.

John C. Wolke

John C. Wolke, executive sales manager for L. Sonneborn Sons, Inc., New York City, died at his home in Upper Montclair,



Mr. Wolke

N. J. October 18 at the age of 45. Mr. Wolke began his business career as an office boy with the Standard Oil Co. of New Jersey in 1906. After twenty-five years of association with that company he joined the Sonneborn organization in February, 1932. Surviving are his widow, Mae E. Eysold Wolke, three sons and two daughters, as well as his parents and a brother.

His host of friends will long remember Mr. Wolke as a dynamic, colorful personality, endowed with the rare ability to endear himself to everyone he met, from lowly truckman to top-ranking executives.

Ernest E. Finch

Ernest E. Finch, vice-president and general manager of the Karl Kiefer Machine Co., Cincinnati, died at his home in Terrace Park, Hamilton County, Ohio, on October 23 at the age of 62.



Mr. Finch

Mr. Finch was connected with the Kiefer organization for thirty years, and was one of the best known and most popular men in the machinery industry. A large part of the rapid growth and success of his company was due to his genial personality, thorough knowledge of the business and the trade, and his unflinching co-operation alike with his customers and his competitors.

He was active in association work and was former president of the Canning Machinery and Supplies Association. He was instrumental in

the formation of the National Association of Production Management, and was unanimously elected an honorary member at the first meeting of that organization. He also wrote numerous articles on subjects relating to machinery for the allied industry, and delivered many informative addresses at national trade conventions.

Surviving are his widow, Mrs. Mary Finch, and two daughters.

Bernard J. Gogarty

Bernard Joseph Gogarty, of the sales staff of Commercial Solvents Corp., New York, died at his home in Rockville Center, L. I., October 13, at the age of 42 years.



Mr. Gogarty

Mr. Gogarty was well known in the chemical industry, having served the drug and chemical trade during his entire career. He was particularly active in association work. He was former president of the Salesmen's Association of the American Chemical Industry, and for five years was a member of the convention committee of the Toilet Goods Association. He was chairman of the entertainment committee of the Flavoring Extract Manufacturers Association, and for several years served as vice-chairman and then chairman of the entertainment committee for the annual dinners given by the Drug, Chemical and Allied Trades Section of the New York Board of Trade.

Surviving are his mother, his widow, and two sons, Arthur and Raymond.

Webster M. Hunt

Webster M. Hunt, well known in the chemical industry, died late last month at his home in Greensboro, N. C. He was 70 years old. For the last six years Mr. Hunt had been associated with E. I. DuPont de Nemours Co., and before joining this company was Southern manager for the Newport Chemical Works for many years. Surviving are his widow, three sons and a daughter.



RAW MATERIALS

"FROM EVERY CORNER OF THE EARTH"

ARE LISTED IN OUR

PRICE LIST

WINTER 1937-38

Just Off The Press!

If you have not received your copy, please advise us. We want every manufacturer using perfume materials, deodorizing agents or flavoring materials to be supplied.

CHARLES F. FISCHBECK CO. INC.
 119 WEST 19th STREET
 "Backed by a Quarter of a
 Century of Experience"
NEW YORK

KNOW YOUR CREAM BASE

B-W LANOLIN U.S.P. after standing for seven years still remains U.S.P. and true to its form, shows no increase in fatty acid content, no deterioration, no discoloration, no rancidity, no increase or objectionable odor. This proves beyond a doubt its stability and pureness, making it unexcelled for fine creams.

B-W Lanolin U.S.P. has no substitute or equal, no guess work as to its contents.

B-W Lanolin U.S.P. will absorb more than 300 per cent of water by weight.

B-W Lanolin U.S.P. is standardized to meet all the tests and requirements according to the U. S. Pharmacopoeia assuring the consumer of a standard base of purity at all times.

B-W Lanolin U.S.P. is more than 100 times purer than the U.S.P. requirements.

B-W Lanolin U.S.P. contains the highest percent of cholesterol plus the natural and true waxes which are so essential in the making of superior creams of merit.

BOPF-WHITTAM CORP.

America's Original Lanolin Producer

1135-1153 ELIZABETH AVENUE WEST, LINDEN, NEW JERSEY
ESTABLISHED 1914 • NEW YORK OFFICE: 509 FIFTH AVENUE

Owens-Illinois Can Leases Warehouse Space

To serve customers in the metropolitan New York area, the Owens-Illinois Can Co. has leased 20,000 square feet of warehouse space at 150 Bay Street, Jersey City, N. J. Facilities are provided for handling five railway freight cars and ten trucks at one time, and all loading is done under cover.

Monsanto Receives Chemical Award

The 1937 "Award for Chemical Engineering Achievement" was won by Monsanto Chemical Co. of St. Louis. This award was instituted by "Chemical & Metallurgical Engineering" in 1933 to stimulate a broader participation of chemical engineers in the affairs of industry and to honor every two years that company which has contributed most to the advance of the chemical industry and of the chemical engineering profession. In making the 1937 award, consideration was given primarily to the successful design, construction and operation of the new phosphorus producing plant built by Monsanto this year at Monsanto, Tennessee, near Columbia, Tennessee. The committee stated that it also took into consideration the entire history of Monsanto's program of chemical engineering, research and development.

Russell-Hale Representing Ungerer

Ungerer & Co., New York, has appointed the Russell-Hale Chemical Co. as its representative in the states of Texas and Louisiana. This company maintains offices at 2812 Center St., Houston, and 858 S. Front St., New Orleans.

Firmenich Opens Chicago Office

Firmenich & Co. Inc., New York, has opened offices at 844 N. Rush St., Chicago, where stocks of the Chuit Naef line of aromatic chemicals, perfume raw materials and specialties will be available to the trade in that territory. Albert O. Nelson will be in charge of this office.

NEW PRODUCTS AND PROCESSES

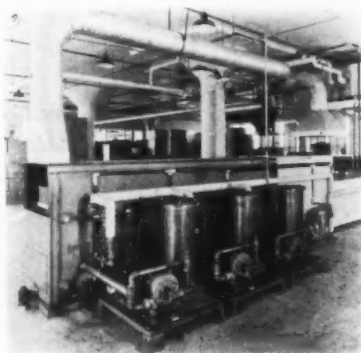
Under this heading are published brief articles concerning interesting new products and processes offered in the industry. The material is in every instance furnished by the sponsor of the product and the article is not to be considered an endorsement by this journal. Further information regarding any of the items mentioned will be sent on request.

New Composition

Compagnie Parento, Inc., Croton-on-the-Hudson, N. Y., have just introduced a new product called "Tonalya." In its announcement, the company states that "Tonalya" has a very interesting nut-like character which helps to impart considerable originality and distinctiveness to floral compositions, and in addition to being used by itself for various types of creams, lotions, etc., it is an excellent base in the creation of new compositions."

New Washing and Drying Equipment

The U. S. Bottlers Machinery Co. announces a recent development in a new type of Washing and Drying equipment designed for the economic and most efficient handling of pharmaceuticals and other products such as oils, salts, etc., which must be packed in absolutely clean and dry containers. This new Washer and Dryer handles all sizes and shapes of containers ranging from 1/4 oz. to gallons or larger, without chang-



ing of attachments, inasmuch as it is a "Basket" type unit. It is built in one standard width, but the length varies depending upon production requirements.

A thermostatically controlled Syl-

phon Heater and Mixer for mixing live steam and water insures properly tempered washing water in each stage.

Every Washer and Dryer is furnished with a U. S. Vari-Drive control which permits increasing or decreasing the time the containers are allowed to remain in the Washer and Dryer. The variable speed ratio is approximately 3 to 1.

All parts in the washing section coming in contact with the water are of copper, bronze, stainless steel or covered with copper tinned material, depending upon their location.

Kimble Vials

"Banquets", the 5c. cigarette, individually sealed in Kimble Glass vials



are particularly effective for display because of the novelty and sanitary features. It is pointed out that such vials are equally adaptable for use in the cosmetic trade, in packaging lipstick refills, sachets, bath salts, etc.

New Seitz Tank Hercules

The latest development from the American Seitz Filter Corp., New York is the new "Seitz Tank Hercules" which achieves a finer filtration, with resultant greater clarity and brilliance, has a larger output, is simpler to operate, and effects a lower per gallon cost of filtrate.

The "Tank Hercules" attains a crystal-clear filtrate with practically no preliminary run, because the filtering medium in the Seitz alluvial or pressure leaf system sets immediately. Therefore, lengthy and costly preliminary runs are eliminated. And the filtering medium can be adapted exactly to the requirements of the liquid.

CANADIAN NEWS and NOTES



Canadian Perfumers Golf Tournament

The Canadian Perfumers and Manufacturers of Toilet Articles held their annual golf tournament at the Scarboro Golf Club recently. To show that they were not at all superstitious the tournament was held on September 13. A prize was awarded to the thirteenth player to tee off at the thirteenth tee, a prize to the player making the most strokes on any hole which was won on a score of thirteen, refreshments were served at the thirteenth tee and there were thirteen head table guests and committee men at the dinner. The result of all this arrangement was a splendid tournament with 71 contestants taking part and 89 being present at the dinner following the tournament.

The committee in charge was composed of P. Layton, D. McManus and Fred Fielder.

Among the prize winners were—T. Arnold, H. Bainbridge, J. Housley, Jack Patterson, Ted. Reed, Stan. Beardmore, H. Brennan, "Mike" Carmichael and Jim Mooney. Following the tournament players gathered at the club house for dinner.

F. A. Jacobs Returns from Trip

F. A. Jacobs, Secretary of the Ontario Retail Druggists' Association, Toronto, who recently returned from a good will

trip throughout Northern Ontario, stated that druggists in that part of the province are strengthening their local organizations and are making plans for a district convention to be held at Haileybury next year. He said that the druggists of the western section of Northern Ontario have a strong association in the Thunder Bay District Retail Druggists' Association and hold regular meetings.

Druggists Hold Golf Tournament

The annual golf tournament of the Western Ontario Druggists' Golf Association was held at the Highland Golf Course, London, Ont., recently and was attended by a large number from various Western Ontario centres. More than 130 golfers took part in the tournament which was one of the most successful yet held. "Rick" Pearson and Ben Bryant won the trophies donated by Parke Davis and Co., Ltd., for low gross and low net scores respectively.

Miss Sanders Speaks At Perfumers Meeting

Miss Byrne Hope Sanders, editor of *Chatelaine*, Toronto, was guest speaker at a recent meeting of the Association of Canadian Perfumers and Manufacturers of Toilet Articles in Toronto. Miss Sanders presented valuable first-hand

information through her personal contact with a great many women and by referring to results of an extensive survey of buying habits conducted by the *Chatelaine* magazine.

"When the sale of a certain cosmetic item is down in the average drug store, is it because of local conditions, because of the method used in merchandising it, or in packaging it, or because women have not yet become educated to regular use of that particular product?" asked Miss Sanders. She gave evidence to show the tremendous market which already exists and may yet be developed by manufacturers and distributors of toilet articles. "Our work," she said, "has shown us that women of today are tremendously interested in many forms of beauty culture and there is an ever-ending longing on the part of women of practically all ages to become beautiful and stay beautiful."

The speaker was able to give valuable information showing just where improvements might be made to efforts on the part of cosmetic merchandisers and presented factual information obtained through the distribution of questionnaires to several hundred women.

United Drug Buys Land

An additional half acre of land adjacent to its plant on Broadview Avenue has been purchased by the United Drug Co., Ltd., Toronto.

Toronto Druggists Golf Winners

The Toronto Druggists' Golf Association concluded its season at the Lakeshore course recently when Bob Mainprize won the Frosst cup donated by Charles E.

(Continued on page 92)

The American Perfumer



SMART

MODERN

DURABLE

PRECISE

UNIFORM

COLORFUL

TURNER TUBES

TURNER WHITE METAL CO. Inc., New Brunswick, N. J.

Manufacturers of Collapsible Tubes Since 1898



NEW YORK REPORT

THE principal complaint in the essential oil market last month was that business was slower than it was earlier in the year. Despite the continued scarcity of some articles because of difficulty in locating replacements abroad, the general trend was downward.

Trade was fairly steady during the late summer, but it is now apparent that a good portion of the buying at that time was in expectation of extended gains and higher prices this fall. These have failed to materialize. In their place a feeling of uncertainty has developed.

The sharp break in securities and many commodities was regarded as a contributing factor in creating a complete reversal in conditions. More conservative estimates indicated that the loss in security values at one time last month was equivalent to approximately a third of the national income. European conditions have been far from satisfactory and reports originating from the heavier manufacturing lines became rather mixed by a sudden disappearance of confidence.

Among the outstanding developments in the way of price changes was a reduction in domestic orange oil by independent producers. The prices were reduced 10 to 25 cents a pound below the schedule named by representatives of the California Fruit Growers Exchange. Demand for all grades of orange was slow and consequently some holders became more anxious to do business. The price of California lemon was also reduced sharply in view of the easier trend of the market for imported oil. The new crop season is not far off abroad, nor in this country. Some brands of new crop Italian oil were being offered at fairly attractive prices for December-January shipment.

Peppermint, wormseed, and clove

all shared in the downward trend. The action of the franc had a depressing influence on a number of French products, but toward the close a slightly firmer feeling developed in these articles since shippers at the source had advanced their prices to offset the decline in exchange.

The pressure of foreign offerings at more favorable values brought about an easier tone in lime oil. Exports of this oil from Mexico showed a substantial gain. The total value of shipments this season has reached \$43,975 in contrast to \$30,000 last year.

Cassia and anise remained firm. Such a condition was entirely due to difficulty in securing replacements at the primary market. Some are of the opinion that the tight position in anise will shortly be relieved. Meanwhile however consumption is steadily increasing and it is quite possible that the demands of consumers will take up any larger quantities that may arrive here.

Oil bergamot registered further advances. No weakening similar to that in other Italian oils developed in this article. Conditions here and abroad were very firm regardless of the limited call for material.

Floral oils were rather mixed. Turkish geranium is lower than it was a month ago. Lavender continues to occupy a good position and Spanish rosemary displayed considerable strength owing to the limited quantities available for shipment.

Aromatic Chemicals

Trade in aromatic chemicals was along quiet routine lines. Anethol and aubepine liquid displayed considerable strength by reason of high crude material costs. Trade in musk was not very brisk yet sufficient interest was centered on the article to keep the market steady and

free from unsettlement. Prices on vanillin and ethyl vanillin were lowered as the result of keen competition. According to reports the situation in civet is very strong. It is not only lightly stocked but is subject to primary market conditions that appear to make small reserves a certainty for some time. Consumption of eucalyptol is very good, comparing favorably with the needs of consumers in recent months. Firm raw material costs are a supporting factor in the market.

There was little encouragement out of the action of soap oils or glycerine. Demand for the latter was very quiet. There were sellers of crude glycerine, but no buyers, thus making it difficult to get firm prices on the article. In view of the conditions existing in crude glycerine, trade factors fear that a reduction in refined material will be seen unless there is an improvement in buying.

Japanese products displayed a firmer tone. Demand for camphor was quite brisk at times. In menthol, however, importers are of the opinion that the market has about reached the top of its recent upward movement and that freer arrivals will ease the spot position from now on.

French Crops and Markets

(Special Correspondence)

Grasse, Nov. 1.—If September was marked by numerous heavy rains, October, excepting for a few light showers early in the month, has been favored with a really Summer temperature. During this month, the thermometer has not dropped lower than 48 deg. F. at night and 73 deg. F. during the day under Northern exposure.

However, these atmospheric conditions have not benefited the *jasmin* which, as we outlined in our former

(Continued on page 87)

The American Perfumer

PRICES in the NEW YORK MARKET

(Quotations on these pages are those made by local dealers, but are subject to revision without notice)

ESSENTIAL OILS

Almont Bit., per lb.	\$2.25@	\$2.75	Cassia rectified, U. S. P.	1.35	Nom'l.	Turkish	2.40@	2.85
S. P. A.	2.10@	2.60	Cedar leaf85@	1.00	Ginger	8.10@	9.00
Sweet Tree80@	.85	Cedar wood24@	.26	Grapefruit	2.10@	3.00
Apricot Kernel30@	.35	Cedrat	4.15@		Conc.	24.00@	
Amber rectified50@	.60	Celery	11.00@	14.00	Guaiac (Wood)	\$3.10@	\$3.50
Ambrette	46.00@		Chamomile	5.50@	8.00	Hemlock	1.05@	1.25
Amyris balsamifera	3.00@	3.25	Cherry laurel	14.00@	15.00	Hops	8.50@	13.00
Angelica root	75.00@		Cinnamon	8.00@	25.00	Hyssop	40.00@	50.00
seed	90.00@		Citronella, Ceylon42@	.46	Juniper Berries	1.20@	1.45
Anise, U. S. P.	1.50	Nom'l.	Java50@	.53	Juniper Wood50@	.60
Aspic (spike) Span.	1.35@		Cloves Zanzibar	1.10@	1.15	Laurel	6.50@	8.00
French	1.55@		Cognac	16.00@	20.00	Lavender, French	3.50@	7.50
Balsam, Peru	5.50@	6.25	Copaiba64@	.66	Lemon, Italian	2.90@	3.65
Balsam, Tolu, oz.	4.25@		Coriander	25.00	Nom'l.	Calif	2.50@	
Basil	2.40@	2.60	Croton	1.35@	1.45	Lemongrass45@	.75
Bay	1.55@	1.75	Cubebs	2.80@	3.00	Limes, distilled	5.55@	6.00
Bergamot	3.95@	4.25	Cumin	8.00@	8.75	expressed	8.75@	10.00
Birch, sweet	1.65@	3.25	Curcua	3.00@	5.25	Linaloe	1.20@	1.30
Birchtar, crude15@	.18	Cypress	12.00@		Lovage	65.00@	72.00
Birchtar, rectified75@	.85	Dillseed	2.80@	3.85	Mace, distilled	1.30@	1.40
Bois de Rose	1.35@	2.75	Elemi	1.65@		Mandarin	7.25@	8.50
Cade, U. S. P.50@	.55	Erigeron	2.00@	2.30	Marjoram	6.30@	6.75
Cajeput65@	.75	Estragon	32.00@	35.00	Melissa	4.00@	4.25
Calamus	3.50	Nom'l.	Eucalyptus45@	.50	Mustard, Genuine	8.50@	9.00
Camphor "white"17@	.21	Fennel, Sweet	1.25@	1.30	artificial	1.95@	2.25
Cananga, Java native	1.95@	2.35	Galbanum	15.00@		Myrrh	10.00@	
rectified	2.15@	2.85	Geranium, Rose			Myrtle	3.35@	3.75
Caraway	2.05@	2.20	Algerian	4.00@	5.00	Neroli, Bigarde, P.	115.00@	130.00
Cardamon, Ceylon	30.00@	38.00	Bourbon	3.80@	4.25	Petale, extra	140.00@	155.00
Cascarilla	55.00@	75.00	Spanish	12.00@				

(Continued on page 72)

GENUINE AUSTRALIAN

TEA-TREE OIL

ALSO KNOWN AS TI-TREE OIL
(*Melaleuca Alternifolia*)

NOW IN NEW YORK STOCK

Highly antiseptic (Phenol Coeff. (Rideal-Walker) 11); mild, agreeable odor; non-toxic; non-irritating; highly penetrating; pus solvent. Excellent for fungus type diseases such as Tinea, Nail Infections, Athlete's Foot and other ringworm infections. Also for septic wounds, carbuncles, Impetigo, pimples, etc.

Should prove valuable constituent in Cosmetics such as lipsticks, tissue and shaving creams, Acne preparations, etc.

Price \$4.00 per lb. f.o.b. New York City

No Samples

1/4 lb. Trial Lots for \$1.50 Parcel Post Prepaid

We list approximately 300 items of interest to the Cosmetic and Pharmaceutical industries, priced 1 ounce up. Your copy awaits your request.

R. F. REVSON CO.

91 SEVENTH AVENUE

Cable Address: COSCHEMS

NEW YORK CITY

(Continued from page 71)					
Nutmeg	1.30@	1.40	Verbena	4.00@	8.50
Olibanum	5.00@	5.25	Vetivert, Bourbon	6.75@	10.00
Orange, bitter	2.25@	2.60	Java	15.00@	25.00
sweet, W. Indian	2.25@	2.50	Wintergreen	3.35@	8.00
Italian	2.70@	3.50	Wormseed	2.65@	3.00
Spanish	2.75@	3.25	Wormwood	2.80@	3.10
Calif. exp.	2.25@	2.50	Ylang-Ylang, Manila	22.00@	30.00
dist.	.80@	.90	Bourbon	3.85@	7.50
Orris root, con. (oz.)	5.25@	5.50	TERPENELESS OILS		
Orris root, abs. (oz.)	35.00@	50.00	Bay	3.25@	4.00
Orris Liquid	18.00@	25.00	Bergamot	9.50@	14.00
Parsley	10.00@	11.00	Clove	4.00@	5.00
Patchouli	5.00@	8.00	Coriander	40.00@	
Pennyroyal Amer.	1.65@	1.85	Geranium	8.00@	12.50
French	1.50@	1.65	Grapefruit	45.00@	60.00
Peppermint, natural	2.35@	2.45	Sesquiter 'less	85.00@	
redistilled	2.55@	2.70	Lavender	8.00@	8.50
Petitgrain	1.15@	1.40	Lemon	15.00@	25.00
French	2.35@	2.50	Lime, ex.	54.00@	72.00
Pimento	2.55@	5.00	Orange, sweet	100.00@	120.00
Pine cones	3.00@		bitter	90.00@	115.00
Pine needles, Siberia	1.00@	1.15	Petitgrain	3.25@	3.75
Pinus Sylvestris	1.45@	1.75	Rosemary	2.50@	4.00
Pumillonis	1.75@	1.90	Sage, Clary	90.00@	
Rhodium, Imitation	2.10@	3.25	Vetivert, Java	35.00@	
Rose, Bulgaria (oz.)	6.00@	12.00	Ylang-Ylang	28.00@	35.00
Rosemary, French	60@	.75	DERIVATIVES AND CHEMICALS		
Spanish	.65@	.80	Acetaldehyde 50%	2.00@	
Sage	1.50@	1.85	Acetophenone	1.35@	2.00
Sage, Clary	25.00@	30.00	Acetyl Iso-eugenol	7.50@	8.00
Sandalwood, East India	5.50@	6.00	Alcohol C 8	16.00@	20.00
Australia	4.75@	5.75	C. 9	26.00@	40.00
Sassafras, natural	1.05@	1.25	C. 10	21.00@	28.00
artificial	.35@	.39	C. 11	20.00@	25.00
Spearmint	1.80@	2.00	C. 12	14.00@	25.00
Snake root	11.25@	13.75	Aldehyde C 8	30.00@	
Spruce	1.05@	1.25	C. 9	45.00@	70.00
Styrax	5.75@	10.00	C. 10	42.00@	60.00
Thyme, red	1.10@	1.40	C. 11	33.00@	50.00
White	1.05@	1.25	C. 12	26.00@	32.00
Valerian	14.00@	14.50	C. 14 (so-called)	\$13.00@	
			C. 16 (so-called)	13.00@	
			Amyl Acetate	.75@	1.00
			Amyl Butyrate	1.05@	1.25
			Amyl Cinnamate	2.50@	
			Amyl Cinnamate Aldehyde	2.50@	3.75
			Amyl Formate	1.60@	1.90
			Amyl Phenyl Acetate	3.00@	4.00
			Amyl Salicate	.60@	.70
			Amyl Valerate	2.00@	2.40
			Anethol	1.40@	1.50
			Anisic Aldehyde	3.00@	3.25
			Benzaldehyde, U. S. P.	.90@	.95
			F. F. C.	1.55@	1.90
			Benzophenone	1.45@	1.75
			Benzyl Acetate	.55@	.70
			Benzyl Alcohol	.75@	1.00
			Benzyl Benzoate	1.00@	1.80
			Benzyl Butyrate	5.00@	6.00
			Benzyl Cinnamate	6.25@	8.00
			Benzyl Formate	3.50@	
			Benzyl Iso-eugenol	11.50@	13.50
			Benzylidenacetone	2.50@	4.00
			Borneol	1.75@	2.00
			Bornyl Acetate	1.50@	5.50
			Bromstyrol	4.50@	5.00
			Butyl Acetate	.60@	
			Butyl Propionate	2.00@	
			Butylaldehyde	12.00@	
			Carvone	1.15@	
			Carvol	4.00@	4.25
			Cinnamic Acid	4.00@	
			Cinnamic Alcohol	2.90@	3.40
			Cinnamic Aldehyde	1.45@	2.00
			Cinnamyl Acetate	8.00@	12.00
			Cinnamyl Butyrate	12.00@	14.00
			Cinnamyl Formate	13.00@	
			Citral C. P.	2.00@	2.80
			Citronellal	.85@	1.65
			Citronellol	2.00@	2.60
			Citronellyl Acetate	3.50@	5.00
			Coumarin	3.00@	3.50
			Cuminic Aldehyde	35.00@	52.00
			Dibutylphthalate	.29@	.35

(Continued on page 73)

modernized packages will not sell

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INCORPORATED

NEW YORK, N. Y.

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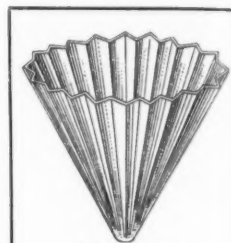
PACKED AS FOLLOWS:

13 inch, 55 lb. Bales	20 inch, 110 lb. Bales
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18 inch, 55 lb. Bales	26 inch, 55 lb. Bales
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STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912, and MARCH 3, 1933 of THE AMERICAN PERFUMER, published monthly at New York, N. Y., for October 1, 1937.

STATE OF NEW YORK ss: COUNTY OF NEW YORK

Before me, a notary public in and for the State and County aforesaid, personally appeared J. H. Moore, who, having been duly sworn according to law, deposes and says that he is the Publisher of THE AMERICAN PERFUMER, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, and amended by the Act of March 3, 1933 embodied in section 537, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher, J. H. Moore, 9 East 38th Street, New York, N. Y. Editor, William Lambert, 9 East 38th St., New York, N. Y. Managing Editor, none. Business Manager, Harland J. Wright, 9 East 38th St., New York, N. Y.

2. That the owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one per cent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other unincorporated concern, its name and address, as well as those of each individual member, must be given.)

Robbins Perfumer Co., Inc., 9 East 38th St., New York, N. Y. Robbins Publishing Co., Inc., 9 East 38th St., New York, N. Y.

The stockholders of Robbins Publishing Co., Inc., are: J. H. Moore, 9 East 38th St., New York, N. Y. J. H. Moore, Trustee, 9 East 38th St., New York, N. Y. Floyd W. Parsons, 9 East 38th St., New York, N. Y. F. C. Kendall, 9 East 38th St., New York, N. Y. Natalie C. Kendall, Hardwell Road, Short Hills, N. J. Florence P. Robbins, Thumnerston, Vermont.

Merton C. Robbins, 9 East 38th St., New York, N. Y. Marcus P. Robbins, 50 Brookdale Ave., White Plains, N. Y. Mary Elizabeth Robbins, 134 Cliff Avenue, Pelham, N. Y. H. O. Andrew, 9 East 38th Street, New York, N. Y.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages, or other securities are: None.

4. That the two paragraphs next above giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stocks and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

J. H. MOORE.
(Signature of Publisher)
Sworn to and subscribed before me this 5th day of October, 1937.
T. A. STOCK.

(My commission expires March 30, 1938.)

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A few lines in our classified columns have helped to land many a job. And if you're on the hiring end, you should consider the same medium.

CLASSIFIED ADVERTISING DEPT. The AMERICAN PERFUMER
9 E. 38 • NEW YORK • A ROBBINS PUBLICATION

(Continued from page 72)

Diethylphthalate	.32@	.37
Dimethyl Anthranilate	7.00@	8.50
Dimethyl Hydroquinone	2.65@	3.75
Dimethylphthalate	.50@	.60
Diphenylmethane	1.70@	2.25
Diphenyloxide	1.20@	
Ethyl Acetate	.30@	.50
Ethyl Anthranilate	6.25@	8.25
Ethyl Benzoate	1.20@	1.75
Ethyl Butyrate	1.00@	1.25
Ethyl Cinnamate	3.50@	4.00
Ethyl Formate	1.00@	1.25
Ethyl Propionate	1.25@	2.50
Ethyl Salicylate	1.15@	2.50
Ethyl Vanillin	9.50@	14.25
Eucalyptol	.58@	.70
Eugenol	2.35@	3.25
Geraniol, dom.	1.15@	2.85
Geranyl Acetate	1.70@	3.00
Geranyl Butyrate	6.00@	8.00
Geranyl Formate	5.00@	7.00
Heliotropin, dom.	2.20@	3.00
foreign	2.35@	2.50
Hydratropic Aldehyde	25.00@	27.50
Hydroxycitronellal	2.00@	6.50
Indol, C. P.	(oz.)	2.10@ 4.50
Iso-borneol	2.30@	
Iso-butyl Acetate	2.65@	
Iso-butyl Benzoate	2.75@	3.25
Iso-butyl Salicylate	3.00@	6.00
Iso-eugenol	3.50@	3.60
Iso-safrol	2.00@	
Linalool	2.10@	4.75
Linalyl Acetate 90%	2.45@	3.75
Linalyl Anthranilate	15.00@	
Linalyl Benzoate	10.50@	
Linalyl Formate	9.00@	12.00
Menthol, Japan	3.50@	3.65
Synthetic	2.25@	3.00

Methyl Acetophenone	1.35@	2.10
Methyl Anthranilate	2.25@	3.00
Methyl Benzoate	1.00@	1.75
Methyl Cinnamate	3.00@	3.65
Methyl Eugenol	3.35@	6.75
Methyl Heptenone	2.50@	4.50
Methyl Heptene Carbonate	25.00@	28.00
Methyl Iso-eugenol	7.00@	12.00
Methyl Octine Carbonate	26.00@	32.00
Methyl Paracresol	3.75@	5.50
Methyl Phenylacetate	2.10@	2.75
Methyl Salicylate	.42@	.50
Musk Ambrette	4.20@	4.35
Ketone	4.35@	4.50
Xylene	1.25@	1.40
Nerolin (ethyl ester)	1.50@	1.75
Nitrobenzol	.15@	
Nonyl Acetate	46.00@	48.00
Octyl Acetate	35.00@	40.00
Paracresol Acetate	4.00@	5.50
Paracresol Methyl Ether	2.80@	3.60
Paracresol Phenyl-Acetate	8.75@	16.00
Para Cymene (gal.)	1.25@	1.65
Phenylacetaldehyde 50%	2.50@	5.00
100%	6.85@	9.75
Phenylacetic Acid	2.25@	4.00
Phenylethyl Acetate	2.95@	5.60
Phenylethyl Alcohol	3.00@	4.25
Phenylethyl Anthranilate	16.00@	
Phenylethyl Butyrate	8.00@	12.00
Phenyl Formate	12.50@	18.00
Phenylethyl Propionate	9.50@	
Phenyl Valerianate	16.00@	
Phenylpropyl Acet.	8.00@	11.00
Phenylpropyl Alcohol	4.50@	8.35
Phenylpropyl Aldehyde	8.00@	12.00
Rhodinol	10.00@	18.50
Safrol	.63@	.75
Santalyl Acetate	22.50@	
Skatol C. P.	(oz.)	6.00@ 9.00
Styralyl Acetate	10.00@	15.00

Styralyl Alcohol	20.00@	
Terpenyl Acetate	1.00@	1.50
Terpineol, C. P.	.26@	.36
Thymene	.45@	
Thymol	1.55@	1.65
Vanillin (clove oil)	3.10@	3.25
(guaiacol)	3.00@	3.15
Vetiveryl Acetate	30.00@	38.00
Violet Ketone Alpha	5.00@	10.00
Beta	5.50@	8.00
Methyl	5.25@	8.00
Yara Yara (methyl ester)	1.50@	1.75

BEANS

Tonka Beans, Para	1.25@	1.40
Angostura	2.50@	2.75
Vanilla Beans		
Mexican, whole	4.40@	4.75
Mexican, cut	4.20@	4.35
Bourbon, whole	3.65@	4.00
South American	4.10@	4.40

SUNDRIES AND DRUGS

Acetone	.05@	.06 1/2
Acid, muriatic, 18°, 100		
pounds	1.50@	2.45
Sulfuric 66°, ton, drms.	28.00@	35.00
Alcohol, 190-pf. gal.	4.14@	4.68
Almond meal	.21@	.25
Aluminum chloride	.10@	
Ambergris, ounce	23.00@	30.00
Balsam, Copaiba	.36@	.38
Peru	.95@	1.10
Tolu	.52@	.60
Beeswax, white	.40@	.45
yellow	.29@	.32
Bismuth sub-nitrate	1.13@	
Borax, crystals, carlot, ton	48.00@	58.00
Boric Acid, ton	125.00@	140.00

(Continued on page 77)

Eau de Cologne GOES MODERN



EAU DE COLOGNE, too, has been given the vitalizing and sales-stimulating touch of modernity. By ingeniously weaving modern bouquet and floral notes into the citrus bouquet note that is of the essence of Eau de Cologne, vividly colorful ensembles are created that are at once in key with today and reminiscent of the pageant of the past. These modern Eau de Colognes have become a definite "must" among discriminating women and at toilet goods counters.

The following Eau de Cologne oils are distinguished for the balance maintained between the modern bouquet and floral notes and the citrus note as well as for the silky smoothness of the blending that has been achieved.

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Eau de Cologne PERCINE	\$25.00 lb.
Eau de Cologne SHAMAR	\$25.00 lb.
Eau de Cologne CHANDEAU	\$25.00 lb.
Eau de Cologne AZURE	\$12.00 lb.

FLORALS

Eau de Cologne JASMIN	\$15.00 lb.
Eau de Cologne ROSE	\$12.00 lb.
Eau de Cologne VIOLETTE	\$14.00 lb.
Eau de Cologne LILAC	\$15.00 lb.

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- " Cananga Rectified
- " Geranium African
- " Geranium Bourbon
- " Lemon Italian
- " Orange Italian
- " Peppermint Natural
- " Peppermint Redistilled

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Sherwood Brilliantines are pure, fragrant and non-sticky. Their attractive shades are distinctive and will not color even the lightest hair.

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The American Perfumer

(Continued from page 75)

Calamine	\$.16@	.20
Calcium, phosphate	.08@	.08 3/4
Phosphate, tri-basic	.13@	.15
Camphor	.55@	.61
Castoreum	16.00@	20.00
Cetyl Alcohol	.75@	1.50
Pure	1.90@	2.15
Chalk, precip.	.03 1/2@	.06 1/2
Cherry laurel water, dln	4.75@	5.25
Citric acid	.24@	.24 1/2
Civet, ounce	5.00@	5.50
Clay, Colloidal	.03@	.03 1/2
Cocoa butter lump	.20@	.25
Cyclohexanol (Hexalin)	.30@	
Fuller's Earth, ton	15.00@	33.00
Gum Arabic, white	.26@	.28
Amber	.12 1/2@	.14
Gum Benzoin, Siam	1.20@	1.45
Sumatra	.25@	.30
Gum galbanum	.90@	1.05
Gum myrrh	.38@	.45
Henna, powd.	.12@	.15
Hydrogen peroxide	.05@	.08
Kaolin	.06@	.08
Labdanum	3.25@	5.00
Lanolin, hydrous	.17@	.20
anhydrous	.20@	.24
Magnesium, Carbonate	.06 3/4@	.07 1/2
Stearate	.19@	.25
Musk, ounce	15.00@	25.00
Naptha, cleaners, th. cars	.09 1/2@	.10
Oilbanum, tears	.16@	.28
siftings	.08@	.10
Orange flower water, gal.	1.50@	

Orris root, powd.	.13@	.18
Paraffin	.04 1/2@	.07
Petrolatum, white	.07@	.11
Potassium, Carbonate	.14@	.19
80@85%	.07@	
Hydroxide U.S.P.	.36@	.37
88@92%	.07 1/4@	
Quince seed	.75@	1.25
Rice starch	.09@	.10
Rose leaves, red	2.10@	2.25
Rose water, dln.	4.75@	5.00
Salicylic acid	.40@	.45
Saponin	1.70@	1.75
Salt, works, ton	14.80@	15.50
Soap, neutral white	.19@	.23
Sodium, Carb. Crys.	.01 3/4@	.02 1/4
58% light, 100 pounds	1.23@	2.37
Hydroxide, 76% solid, 100 pounds	2.60@	3.75
Silicate, 40°, drums, works, 100 pounds	.80@	
Spermaceti	.25@	.28
Styrax	.50@	2.50
Sulfur, precip.	.17@	.20
Tartaric acid	.24 1/4@	.24 3/4
Titanium oxide	.20@	.22
Tragacanth, No. 1	3.00@	3.50
Triethanolamine	.45@	.50
Venice turpentine, gal.	.35@	.45
Violet flowers	.95@	1.15
Zinc oxide, U. S. P. bbls.	.09 1/2@	.15
Peroxide	1.10@	1.75
Stearate	.21@	.28

OILS AND FATS

Tallow, N. Y. C. extra	\$.06 7/8 @	
Grease white	.06 5/8 @	.07 3/4
Lard	.11 1/4 @	.13
Coconut Oil, tanks	.10 @	
Corn Oil, distilled, bbls	.10 @	.10 1/4
Red Oil, distilled, tanks	.09 1/2 @	.10 1/2
White, drums	.12 7/8 @	.13 3/4
Stearic acid		
Triple pressed	.14 1/4 @	15 1/4
Saponified	.14 1/2 @	15 1/2
Castor No. 1, tanks	.10 @	
Coconut, Manila Grade, tanks	.04 5/8 @	
Corn, crude, Midwest mill, tanks	.07	Nominal
Cotton, crude, Southeast, tanks	.06 1/8 @	
Lard, common No. 1 bbls	.09 1/2 @	
Foots, barrels	.10 1/4	Nominal
Palm, Niger, casks	.04 1/2	Nominal
Palm, kernel, tanks	.05	Nominal
Peanut Refined, barrels	.10 1/2	Nominal
Soya beans, mill, tanks	.07 @	
Tallow, acidless, barrels	.09 3/4 @	
Whale Refined, barrels	.09 1/2 @	.09 3/4

GLYCERINE

C. P., drums extra	.21 1/2 @	.22
Dynamite, drums extra	.21 1/2 @	.22
Saponification, drums	.14 1/2 @	.15
Soap, lye	.13 @	.13 1/2

ROSIN

Barrels of 280 pounds	
M	8.15
N	8.15

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TORONTO . . . CANADA

THE BLACKBOARD

By Donald S. Cowling

DISLOYALTY

Just how far can a buyer or a merchandise manager go in actual disloyalty to the store that gives him his living? We heard the other day about a buyer who closed a demonstration and threw the line out of his department because he didn't like the salesman. And when the Big Shot, in reply to complaints from several substantial charge accounts that they were no longer able to get their favorite cream in their favorite store, called in the buyer for an explanation the buyer coolly told him the truth.

We heard of another instance where a new merchandise manager, chafing under the lack of deference showed him in his new position, closed a demonstration that brought the store \$10,000 a year, and which had been a mainstay of the toilet goods department for years.

In the first instance the buyer has only himself to blame for the neces-

sity of building up his curtailed figures, but in the second that \$10,000 in sales was yanked out from under the buyer in spite of his bitter protest. We repeat, how far can disloyalty go?

For such action is disloyal. Twice a month the institution that is a store digs down into its coffers and distributes emolument to cogs in the wheels that enable the machine to function. The whole is equal to the sum of all its parts, and if certain parts allow their individual propensities to color their mass action for the benefit of the whole they encumber the progress of the other parts.

It has always seemed to us that sixteen hours out of the twenty-four is ample time for an individual to be an individual.

If a buyer, or a merchandise manager, can increase the showing of the department entrusted to him by exposing himself at stated

intervals to the machinations of a leprous Zulu afflicted with everything from dandruff to sweaty feet, it seems to us that it is nothing less than expedient for him to submerge the personality of John Jones, the country club dilettante in that of J. Jones the cog in the department store machine, and function in the way that will most honorably and profitably fulfill the expectations of the source of his salary.

And in passing, it is interesting to note that such betrayals of confidence occur almost exclusively in the cases of the very young and the very old. The very young buyer is likely to be more thoughtful of his dignity than he is of the score sheet, and the old guy is kinda crabby anyway and doesn't give much of a hoot besides.

The youngster has the whole world at his feet and a lifetime in which to make his way, and the oldster is dully aware that nowadays nothing matters much anyway.

So what? So let's place the business somewhere else. Maybe the poor guy has so many other things making him miserable just at the moment we're lucky we're not him. (Help, Mr. Editor—he?)

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PATENT and TRADE MARK DEPARTMENT

Conducted by Howard S. Neiman

THIS department is conducted under the general supervision of Howard S. Neiman, contributing editor on patents and trade marks. This report of patents, trade marks and designs is compiled from the official records of the Patent Office in Washington, D. C. We include everything relating to the four coordinate branches of the essential oil industry, viz.: Perfumes, Soaps, Flavoring Extracts and Toilet Preparations.

Of the trade marks listed, those whose numbers are preceded by the letter "M" have been granted registration under the Act of March 19, 1920. The remainder are those applied for under Act of February 20, 1905, and which have been passed to publication.

Inventions patented are designated by the letter "D."

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

PATENT AND TRADE MARK
DEPARTMENT,
THE AMERICAN PERFUMER,
9 East 38th St., New York City.

Trade Mark Registrations Applied for (Act of Feb. 20, 1905)

These registrations are subject to opposition within thirty days after their publication in the Official Gazette of the United States Patent Office. It is therefore suggested that our Patent and Trade Mark Department be consulted relative to the possibility of an opposition proceeding.

379,851.—See Illustration. Societe des Produits Scientifiques Beaute Vonna, Paris, France. (1935).—Cosmetics.

384,492.—See Illustration. Numa Walter Acosta, doing business as Pacific Beach Barber Shop, Pacific Beach, Calif. (Aug. 31, 1936).—Preparation for restoring the hair.

387,474.—See Illustration. Joe Perryman, Columbia, Ky. (Dec. 8, 1936).—Soap powders.

387,749.—See Illustration. Benjamin La Rosa, New York. (Feb. 3, 1936).—Hair preparations.

388,236.—See illustration. Valentine R.

Kestler, Jamestown, N. Y. (Dec. 4, 1936).—Hand cream.

389,638.—See Illustration. Charles B. Drew, East Orange, N. J. (Jan. 15, 1937).—Hand soap and cleansing compound for personal use.

390,434, 390,436.—See Illustrations. Battle Creek Dietetic Supply Co., Battle Creek, Mich. (Mar. 5, 1937).—Tooth paste, face cream and hand lotion.

390,878.—See Illustration. Weleda, Inc., Wilmington, Del., and New York, N. Y. (Mar. 1, 1937).—Lotions for the hair, hair oil, dentifrices of all kinds, skin creams, shampoos, lavender water, colognes.

393,187.—See Illustration. Societa di Prodotti Chimico-Farmaceutici A. Bertelli

& C., An., Milan, Italy. (June 1935).—Toilet soaps.

393,335.—See Illustration. Robert W. Le Mare, New York. (June 15, 1936).—Lipsticks, face creams, face powder and rouge compacts, face powder, eyebrow pencils, and nail pencils.

393,471.—See Illustration. Midway Chemical Co., Chicago, Ill. (Jan. 22, 1937). Soap for animals.

393,881.—See Illustration. William Varacska, Woodbridge, N. J. (Mar. 1937).—Preparation for preventing perspiration and correcting body odors.

394,165.—See Illustration. A. B. Col-

(Continued on page 83)



F-X
395,747

Powdered Silk
395,691



Droulan
395,695

LAGRO
395,749

Bridges
Hair Tonic
Dandruff Remover
395,585

CARBONIQUE
395,709

POREX
CLEANSING COMPOUND
CLEANS PORES - CLEANS SKIN
395,709

Men's Club
395,559

SUD
394,514



LOUISIANA
394,430



SHOWER SOAP
395,709



Nukote
395,557

BRECK'S BABY-LAVO
395,710

RUNEX



SUCROLIN

PAKA
395,576



Health House
395,420



Eye-Dew
394,710

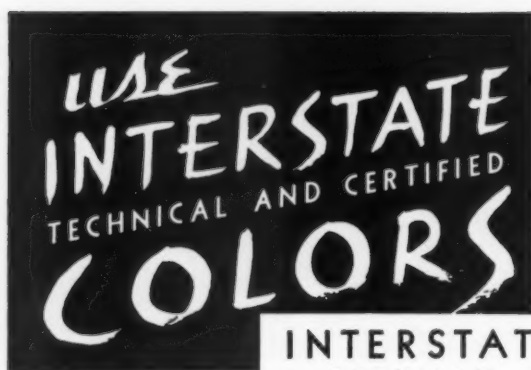
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(Continued from page 81)

born, doing business as Modernistic Beauty Service, Omaha, Nebr. (Oct. 1936.)—Shampoo preparation.

394,320.—See Illustration. Comfort Mfg. Co., Chicago, Ill. (May 27, 1937.)—Eye lotion.

394,878.—See Illustration. Nellie Villa, Los Angeles, Calif. (June 18, 1937.)—Permanent wave solution.

394,458.—"GOSSIP". The Halle Bros. Co., Cleveland, Ohio. (June 18, 1937.)—Perfume.

394,504.—See Illustration. Jean Patou, Inc., New York. (June 18, 1937.)—Perfumes.

395,012.—See Illustration. John H. Breck, Inc., Springfield, Mass. (Feb. 17, 1936.)—Shampoo preparations.

395,015.—"COURTSHIP". California Perfume Co., Inc., New York. (July 6, 1937.)—Perfumes.

395,110.—See Illustration. Gustave H. Eisenberg, Long Beach, Calif. (Sept. 19, 1931.)—Foot ointment.

395,432.—See Illustration. Purity Drug Co., Inc., New York. (1933.)—Shampoo, toilet cream, tooth paste, antiseptic powder, mouth washes.

395,460.—See Illustration. Scotch Products Inc., New York. (July 2, 1937.)—Perfumes.

395,522.—See Illustration. Gamble Stores Inc., Minneapolis, Minn. (June 4, 1937.)—After shaving lotion, bay rum, hair oil, quinine hair tonic, and talcum powder.

395,558.—"REDWOOD". Elizabeth Arden Inc., New York. (June 24, 1937.)—Nail polish.

395,560.—See Illustration. Bray & Boyer, New York (July 9, 1937.)—Cleansing cream and tissue cream.

395,570.—"Mademoiselle". Daniel F. Ebbert, Wheeling, W. Va. (June 10, 1937.)—Vanity cases.

395,681.—See Illustration. The Paac Chemical Corp., Greensburg, Pa. (May 13, 1937.)—Skin cleansing lotion.

395,700.—See Illustration. Cohn & Rosenberger, Inc., New York. (July 1, 1937.)—Holders for face powder compacts.

395,730.—"Zona Cream". Zonite Products Corp., New York. (Dec. 29, 1936.)—Antiseptic cream.

395,747.—See Illustration. Cane Chemical Co. Inc., New York. (June 24, 1937.)—Liquid dog shampoo.

395,890.—See Illustration. Aadkens, Inc., Des Moines, Ia. (July 26, 1937.)—Scouring and cleaning powders and soap.

395,997.—See Illustration. Lehn & Fink Products Corp., Bloomfield, N. J. (Sept. 1936.)—Preparation recommended as an antiseptic, disinfectant, deodorant, and for the treatment of the hair and scalp.

396,324.—See Illustration. Valrie McMahan, Washington, D. C. (May 26, 1937.)—Toilet and laundry soaps and powders thereof.

396,357.—See Illustration. Fred M. Eaton, doing business as Nukote Laboratories, Santa Paula, Calif. (Apr. 14, 1937.)—All-purpose liquid dog and cat soap.

396,475.—"ROBERTA". The Sitroux Co., Inc., New York. (July 6, 1937.)—Facial tissues.

396,542.—See Illustration. Raymond J. Meyers, doing business as Powdered Silk

Mfg. Co., Boone, Ia. (Jan. 1, 1927.)—Cleaning preparation for removing grease, grime, and all dirt from hands.

396,572.—See Illustration. George C. F. List, Philadelphia, Pa. (July 15, 1936.)—Soap chips.

396,603.—"FLODENT". Flodent Products Co., Baltimore, Md. (Mar. 1, 1937.)—Liquid dentifrice.

396,692, 396,693.—"PREFACE". Pinaud Inc., New York. (July 15, 1937.)—Toilet soap, for first number; perfume, skin perfume, face powder and talcum powder for second number.

Trade Mark Registration Granted (Act of March 19, 1920)

These registrations are not subject to opposition.

M350,619.—"WEE'S PREPARATIONS." W. W. L. Laboratories, Waterloo, Ill. (July 25, 1936. Serial No. 383,662.)—Preparation for softening and relieving all skin irritations, especially chapped hands.

M350,624.—See Illustration. Stanley L. Kaufman, Champaign, Ill. (Feb. 2, 1929. Serial No. 391,130.)—Soap for use in shower bath or like purpose.

M350,626.—See Illustration. Eugene Carl Bridges, Mattoon, Ill. (Mar. 19, 1935. Serial No. 391,800.)—Hair tonic and dandruff remover.

M350,627.—See Illustration. Bertie D'Uchizy, Inc., New York. (Oct. 1929. Serial No. 391,804.)—Liquid creams, face powder, rouge and lotions, eye shadow,

(Continued on page 85)

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City and State

(Continued from page 83)

face creams, body oil, skin tonic, liquid powder and eye tonic.

M351,028.—See Illustration. Parfums Weil Paris, Inc., New York. (Aug. 28, 1936. Serial No. 382,884.)—Perfumes and toilet waters.

M351,038.—"DOROTHY GRAY." Dorothy Gray Salons, Bloomfield, N. J. (Nov. 17, 1924. Serial No. 396,131.)—Soap.

Designs Patented

D106,198.—Box cover. Thomas Horan, New York, assignor to Helena Rubinstein, Inc., New York.

D106,202.—Container to enclose a bottle or box. Martine Kane, New York, assignor to Helena Rubinstein, Inc., New York.

D106,222.—Perfume bottle. Marcus Terbey, New York.

D106,444.—Perfume holder. Joseph H. Kleckner, Chicago, Ill.

D106,452.—Perfume container. Martha Renken, Chicago, Ill.

D106,527.—Soap cake. Leland J. Arms, San Francisco, Calif.

D106,601.—Toilet accessory bottle. Eugene J. Lux, New York City, assignor to Harriet Hubbard Ayer, Inc., New York.

D106,609.—Compact or the like. William J. Reilly, Attleboro, Mass., assignor to Evans Case Co.

Patents Granted

2,094,006.—Cosmetic container. Joseph Keith O'Moore-Farrell, New York.

2,094,312.—Pocket vanity case. Matthias Weisz, Vienna, Austria, assignor to Evans Case Co., corporation of Massachusetts.

2,094,322.—Vanity case. Charles J. Hannings, Elgin, Ill., assignor to Illinois Watch Case Co., Elgin, Ill.

2,094,696.—Loose powder compact. Martin de Botelho, New York.

2,094,877.—Collapsible tube. John Dieckmann, Herbert Lodde, and William J. Adams, New York.

2,094,929.—Cosmetic applicator. Henry W. Piccot, Tuckahoe, N. Y.

2,095,633.—Cosmetic holder. Giles C. Fullmer, Bridgeport, Conn., assignor to The Bridgeport Metals Goods Mfg. Co., Bridgeport, Conn.

2,096,188.—Process for manufacturing soap and for recovering unsaponifiable ingredients including glycerine, alcohols, gases, water vapors, and other impurities. Henry W. F. Lorenz, Jersey City, N. J., and Frederick W. Brown, New York City, assignors, by direct and mesne assignments, of thirty-three and one-third per cent to said Lorenz, and thirty-three and one-third per cent each to Theodore M. Sowards and Charles H. Wilson, both of New York City.

Canadian Patents and Trade Marks

THE increasing international trade relations between the United States and Canada emphasize the impor-

tance of proper patent and trade mark protection in both of these countries in order that the expansion of business may not be curtailed by legal difficulties.

For the information of our readers, we are maintaining a department devoted to patents and trade marks in Canada relating to the industries represented by our publication.

This report is compiled from the official records in the Canadian Patent Office.

All inquiries relating to patents, trade marks, designs, registrations, copyrights, etc., should be addressed to

THE AMERICAN PERFUMER
9 East 38th Street
New York City

Trade Marks Under Unfair Competition Act of 1932

N.S. 8061.—"GOLDFLAKE." Soap chips. Canada Packers Ltd., Toronto, Canada.

N.S. 8121.—"BRUSHFIT." Tooth powder. Clen S. Humphrey, New York.

N.S. 8128.—Design of a shield embracing a thistle and the representation of a full rigged schooner. Deodorant, dusting

(Continued on page 87)

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SCENE 2. R. M. Carleton startles his associates when he suggests introducing a line of floral perfumes which reproduce popular flowers as accurately as possible. Despite arguments to the contrary, he decides to try the idea out on a small scale.

SCENE 3. Mr. Carleton's first step is to learn something about perfumes and the industry that produces them. Naturally he turns to the only publication devoted **EXCLUSIVELY** to the perfume, cosmetic and toilet preparations industry. As he says: "I studied *THE AMERICAN PERFUMER* conning the ads carefully, digesting the reading matter, and gradually acquiring a working knowledge of the field."

SCENE 4. He studies the selling methods employed by department stores. He interviews fifty women, asks them their preferences as to odor, price, etc. He decides to go ahead.

SCENE 5. It takes six months to develop the first satisfactory odors. But the time is well spent. Though initial sales are slow, repeat business is

excellent. News spreads that at Vaughan's women can buy quality floral perfumes, true to their flower names, at unusually low prices.

SCENE 6. Cautiously a page in Vaughan's mail order catalog is devoted to the perfumes. The page pays for itself the second week. Then wholesale customers began to buy the perfumes! Dealer outlets are added!

SCENE 7. Vaughan's floral perfumes are going strong. Mr. Carleton expects this thriving sideline to break into the \$100,000 a year class by May 1938.



*In case you overlooked "A Seedman Sells Perfumes," September issue *THE AMERICAN PERFUMER*, we suggest you read it—for complete details of how Mr. Carleton converted his idea into a successful revenue-maker for Vaughan's Seed Store.*

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(Continued from page 85)

powder, scalp tonic, massage cream, skin food, etc. MacWatt Hall Ltd., Halifax, N. S.

N.S. 8174.—"MIRKA." Cold cream, vanishing cream, cleansing cream, lotion, etc. Charles Edouard Michaud and J. Odilon Kirouac, Quebec, Canada.

N.S. 8178.—"FIBRE SOAP." Domestic and household cleansing compounds and soap. Edwin R. C. Meredith, doing business under the name of Fibre Soap Co., Toronto, Ont.

N.S. 8190.—"TABOO." Anti-perspirants, lipstick and rouge. Associated Distributors, Inc., Chicago, Ill.

N.S. 8196.—"42nd STREET." Tissue, hand, face and shaving creams, face powder, rouge, lipsticks, and toilet soaps. Forty Second Street Sales Co., Chicago, Ill.

N.S. 8221.—"656." Toilet soaps. Gerard Brothers, Ltd., The Soap Works, New Basford, Nottingham, Nottinghamshire, England.

N.S. 8234.—"BEHIVE BRAND". Beeswax of all varieties, both white and yellow. Will & Baumer Candle Co. Inc., Syracuse, N. Y.

Industrial Designs

11623.—Lipstick Holder, characterized by a ring of spaced curved upward projections near the top thereof. Elizabeth Arden Sales Corp., New York.

11626.—Stopper for perfume bottles and the like, having a rounded semispherical head with the ornamental filigree dome. Elizabeth Arden Sales Corp., New York.

FRENCH CROPS AND MARKETS

(Continued from page 70)

report, suffered badly from drought at the beginning of the Summer. The crop has proceeded steadily during the month with a marked improvement from day to day. After certain adjustments, the entire production ought this year to amount to about 900,000 kilos of flowers. At the end of September a deficit of about 20 per cent could be foreseen and in spite of the fact that the crop has been prolonged up to the 20th or 25th of October, the size of the crop will be a long way from what was expected. Naturally, these conditions coming along on top of the increase in cost of the flowers have already affected the price of the concrete which is sharply higher.

For lavender also, it is evident that the crop will be less important than that of 1936. The deficit is variously estimated depending upon whether one asks the distillers or the buyers. It may however, be estimated at not more than 20 per cent in spite of the fact that some have exaggerated the figure to as high as 40 per cent. The

new oil which has come into the market shows an increase in price of from 20 per cent to 40 per cent depending upon quality and ester content.

There has been little change in the market for other essential oils during the month. Clary sage which was somewhat neglected in recent years is now in some demand and the price has been affected by a low production.

Estragon in which there was also less interest is also in demand even at excessively high prices. Grasse geranium is in course of manufacture with the market firm. Basil follows the general movement and has advanced about 20 per cent.

As a general rule, floral products are in demand in spite of high prices, especially jasmin. Some, such as rose, are already difficult to get, which proves that stocks are reduced and hardly sufficient to take care of the requirements of regular customers.

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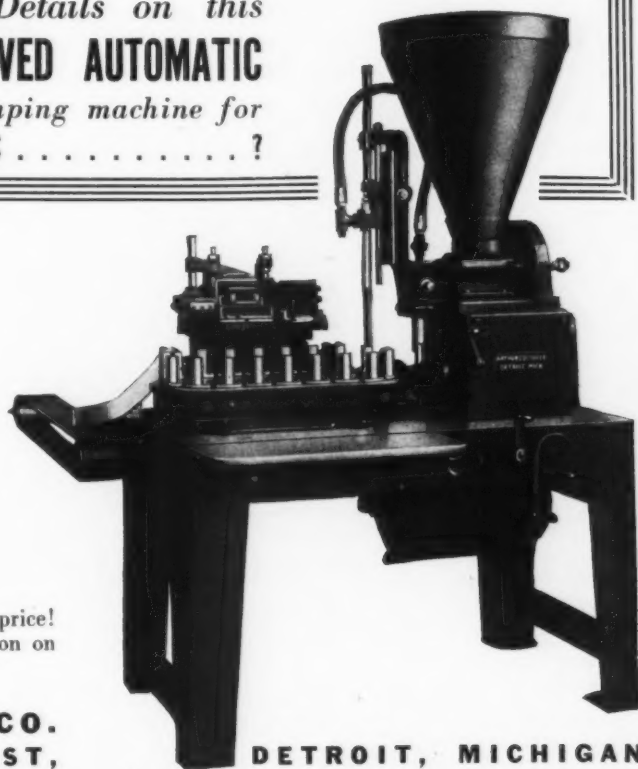
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It now offers you these *new* advantages:

1. Motor is underneath, out of the way.
2. Equipped with REEVES drive for speed control.
3. New design filling head makes machine operation more smooth than before.
4. Start and stop push button switch.
5. Two handy levers. One for starting machine proper. One for stopping starting filling mechanism.

You get all these improvements—at no increase in price! Write TODAY for a sample tube and full information on this machine!

ARTHUR COLTON co.
2604 JEFFERSON AVE., EAST,



DETROIT, MICHIGAN

(Continued from page 32)

in return for screen acknowledgment. Why shouldn't the cosmetician join with the costume designer, the author, the adapter, the scenery designer, etc. and enjoy the attendant publicity? One manufacturer has already seized this opportunity, but why should others ignore this dramatic means of winning honors and resultant sales stimulus?

In addition to influencing make-up, technicolor is emphasizing hair in a way that wasn't true in the days of black and white films. Not only is the coiffure important but the hair must have sheen and life. Technicolor lights are materially harder on the hair than ordinary Kleig lights and the lustre and health of the hair are made more apparent. In the old days of movies, the coiffure styling was the important thing; but now it is impossible for an actress to camouflage dull, lifeless hair by an attractive arrangement. An excellent example to illustrate this point is that the "fifteen most photographed girls in the world" who were chosen to play in Walter Wanger's "Vogues of 1938" were given six weeks of intensive scalp treatments at a New

York hair salon before they were sent on to Hollywood to start work on the picture. They will certainly set a vogue for hair grooming, if nothing else, much to the advantage of specialists in this field.

The resultant effect of this new Hollywood beauty requirement will be that the movie-goer will have before her the reminder that hair must have care and attention and she will show more interest at the cosmetic counter in all types of hair preparations and will be especially susceptible to any means taken to show her the way to achieve hair beauty.

Such a means was recently used by a New York department store in staging a "Blonde Personality Clinic."

Advertising slogans and counter card copy might capitalize on the hair beauty of moviedom in either a direct or indirect way—direct, through endorsement, indirect, through suggestion. At any rate, hair is in for more attention than it has ever enjoyed heretofore and technicolor is largely responsible.

A woman who has been developing Hollywood personalities for one of the most important movie companies, lent her impressive services to the occasion. Each model was dressed

and made up to show off her particular blonde beauty to best advantage. But—the point of the whole proceeding was to feature a special shampoo as the means of keeping blonde hair at its loveliest. Merchandising a shampoo by such a dramatic exhibition was a novel and very effective stunt.

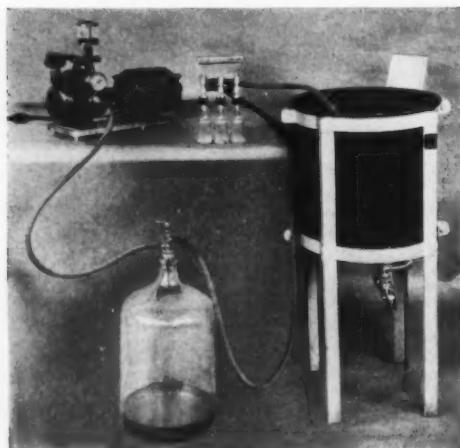
Another good example of the use of motion pictures for promotional impetus was the advertisement of another New York store featuring a picture of Jeannette MacDonald from "Maytime" captioned to the effect that this same coiffure could be obtained by phoning their salon for an appointment. But—the fine point of the advertisement was to suggest that such a coiffure would be far more satisfactory if preceded by a certain type of permanent wave obtainable in their beauty shop. Manufacturers of other hair preparations might also profit in sales through some such idea.

Hair brushes were once considered just a part of a toilet set and served more a decorative than a functional purpose in the lives of most women. They could be made to take on considerable glamour if women were

(Continued on page 89)

It fills any type bottle . . .
with heavy or light liquids
at the precise level desired!

ERTEL



PORTABLE VACUUM BOTTLE FILLER

And of course it does the work with amazing speed. Saves time. Saves ordinary loss from leakage. Is non-drip. Has automatic overflow shut off. Is self oiling, self cooling. Ask for details!

ERTEL ENGINEERING CORP.

Manufacturers & Designers of Liquid Handling Equipment
DEPT. F, 120 EAST 16th STREET • NEW YORK, N. Y.

there is **NO** **SUBSTITUTE** for *Italian* **TALC**

THE recognized standard of quality in the cosmetic industry is, and always has been, ITALIAN TALC.



Users of talc throughout the world know that the natural rockstone found in Italy produces a superfine product. Besides having an unusual silky texture, it has all the features that are most desired.

There is *no* substitute for ITALIAN TALC.

CHARLES MATHIEU
INCORPORATED

Exclusive representatives of the Italian Producers
120 LIBERTY ST., NEW YORK, N. Y.

(Continued from page 88)

told that their favorite movie stars brushed their hair religiously several times a day. Instead of being a life-time possession, brushes would be replaced from time to time as they wear out and the manufacturer would consequently enjoy repeat sales. Brushes for a number of purposes—eyebrows, powdering, bath, foot, nails and complexion—have been developed within the last few years and might, conceivably take a sudden spurt if they were also sold with a Hollywood theme.

Another phase of the beauty field that will reflect Hollywood influence is that of suntan preparations. The vogue for light, medium or deep tans, or no tan at all has been set, to a certain extent, by the whims of Hollywood. The demands of technicolor, again, may change a whim to a necessity for no tanning as it would be difficult for a star to appear in one production in various skin hues or even from one picture to another. If suntanning should go out, the use of sunburn preventives is going to be greatly increased. In addition, there will probably be more of an oppor-

tunity to market products that will give an even body tone made necessary because of unequal distribution of tan.

Commercial tie-ups with the movies are becoming more varied and more numerous every day. If you, as a manufacturer, are interested in capitalizing on the Hollywood angle, the publicity departments of the

movie companies are at your service with ideas, which are, naturally, expected to have a reciprocal advantage. You and your line can contribute to the publicizing of a picture or a star just as they contribute to the publicizing of your products. At any rate, the movies are worthy of your attention as the largest agency for beauty in the world.

NEW COMPANIES

Dr. Jennee Cosmetics, Inc., Shreveport, La., cosmetic supplies, 250 shares common stock of \$100 par value each. Officers: Dr. Jennie S. Cotner, president; J. A. Bonner, vice-president, and Florence Webster, secretary-treasurer.

Elene of Vienna, Inc., New York, cosmetics, 100 shares no par value. Filed by Leon Jaffe, 185 Madison Ave., New York City.

Marquise Dupond Corp., New York, cosmetics, \$20,000. Filed by McLean, Ferris, Ely & Fain, 350 Madison Ave., New York.

Windsor House, Ltd., 667 S. Clarence Ave., Los Angeles, Calif., cosmetics and toiletries. Organized by Nassour Bros., Los Angeles.

De Mornay, Ltd., New York, perfumes, cosmetics, \$100,000. Filed by Stanley M. Estrow, 165 W. 46th St., New York City.

Albert R. Seigle, Inc., New York, drugs, medicines, cosmetics, \$20,000. Filed by Nathan Tolk, 152 W. 42nd St., New York.

Virtus Products Corp., New York, cosmetics, \$20,000. Filed by Max Guttman, 5 Beekman St., New York.

Allvue Container Inc., New York; cosmetics; 100 shares no par value. Filed by A. Burdick, 239 Broadway, New York.

Bocalav Co., Inc., New York, antiseptics, lotions, cosmetics; \$20,000. Filed by Murray B. Hillman, 50 Court St., Brooklyn, N. Y.

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AND

PLYMOUTH ORGANIC LABORATORIES · INC ·

TELEPHONE BEEKMAN 3-3156-3162
CABLE ADDRESS PARSONOILS, NEW YORK

55 ANN STREET
NEW YORK · N · Y · U · S · A ·

PLYMOUTH CRYSTAL "E" WHITE OIL

This oil is specially refined for the cosmetic industry. It is absolutely water-white, odorless and tasteless, free of fluorescence and is of U. S. P. Acid Test. It is as pure as a Mineral Oil can be made. It has been the standard of some of the oldest cream manufacturers in this country since they started business. It is a very light oil and will produce the soft, light, fluffy creams so much in demand today.

We also offer other mineral oils of heavier body if desired.

PLYMOUTH PETROLATUMS U.S.P.

All our Petrolatums are refined from Pennsylvania Crude and are straight filtered Petrolatums not acid treated. They are long fiber and all are U. S. P. grades. We have both soft low melting point consistencies and pharmaceutical grades and also the regular grades for the drug and cosmetic industry. All grades are offered from Snow White to Amber.

A complete line of Cosmetic Raw Materials

Use **LABELS & SEALS** ...

FAITHFUL SERVICE *ON* FOR OVER FORTY YEARS

JOHN HORN

for greater sales appeal

**METAL · EMBOSSED
ENGRAVED**

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NEW YORK CITY, N. Y.
(Sample booklet of labels sent to RESPONSIBLE MANUFACTURERS)

Name.....

Address.....

City.....

REBUILT EQUIPMENT

PARTIAL LIST

- 2—Redd Powder Carton Filling, Weighing, Sealing Units—adjustable, 50 per minute.
- 2—Ferguson Carton Wax Wrappers.
- 1—Package Machinery Cellophane Wrapper.
- 1—Urie Universal piston type Tube or Jar Filler.
- 5—Pony Mixers, Day and Ross make, 8 and 15 gals.
- 1—McDonald "Weeks" type Automatic Labeler.
- 2—World Rotary Automatic Labelers.
- 1—Alsop Portable Bottle Filler, 3-spout handle, pump and motor.
- 1—Lilliput Label Gummer, motor driven.
- 5—Ermold and World semi-automatic Labelers.
- 1—National MG Powder Filler and Weigher.
- 1—American automatic Powder Filler and Weigher.
- 1—Ferguson "Packomatic" Filler, Weigher and Carton Sealer.
- 1—200 gal. Pfaudler Jacketed closed Glass Lined Kettle.
- Dry Powder Sifters and Mixers, lab. size to 4000 lb.
- Tablet Machines—1—Colton No. 5, 2 1/2"; 1—Colton 28, 1 1/2"; 1—Mullford, 1 1/4"; 2—Colton No. 2 Rotary, 3/4"; 1—Colton No. 37 Rotary, 2"; 1—Stokes Eureka hand, 1 1/2"; 1—Stokes O, 3/4".
- 1—Colton 28 Gelatin Coating Machine.
- 3—Colton Dry and Wet Granulators.
- 1—Karl Kiefer Visco Piston type Jar Filler.
- 1—Karl Kiefer 18-spout Rotary Vacuum Bottle Filling Machine. Brand new.
- 1—World Automatic straight line Duplex Labeler.
- 1—Alsop 2 disc Filter, Motor Driven.

MISCELLANEOUS—Kettles, Drug Mills, Ointment Mills, Pulverizers, Grinders, Sifters, Screens, Colloid Mills, Filters, Filter Presses, Coating Pans, Tanks, Still, Agitators, Pumps, Boilers, Pill Mass Mixers, Pot Mills, etc. Send for complete bulletin.

WHAT HAVE YOU FOR SALE?

SEND US A LIST.

Consolidated Products Company, Inc.

14-15 Park Row



New York, N. Y.

Warehouse and Shops: 115 Doremus Avenue, Newark, N. J.

CONSOLIDATED

Established 1858 **FRUIT JAR CO.**

NEW BRUNSWICK, NEW JERSEY

COLLAPSIBLE TUBES · SHEET METAL GOODS
CORK TOPS · SPRINKLER TOPS · DOSE CAPS

CLASSIFIED ADVERTISEMENTS

The rates for advertisements in this section are as follows:
Business Opportunities, \$1.00 per line per insertion; Situations Wanted and Help Wanted, 50c per line per insertion.
Please send check with copy. Address all communications to
THE AMERICAN PERFUMER, 9 East 38th St., New York

HELP WANTED

SALESMAN with experience and following to cover Middle and South West for old established well-known manufacturer of perfumery and cosmetic raw material. Excellent opportunity for a producer. Write in detail regarding experience, compensation required, etc., to H. W. Box 2274, The American Perfumer.

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SALES, Advertising, Promotion Executive with Pharmaceutical, Medical, Cosmetic Training; Former U. S. Public Health Officer legislative and administrative counselor; seeks permanent connection with progressive ethical Christian concern. Address Box 2283, The American Perfumer.

PERFUME AND FLAVOR CHEMIST, Ph.D. 10 years' experience with the biggest manufacturers of Switzerland and the States, seeks new position in the States. Address Box 2281, The American Perfumer.

SWISS CHEMICAL ENGINEER, Ph.D., scholar of Prof. L. Ruzicka, highest qualifications and references, 10 years' experience in research and plant work with the best known aromatic and flavor manufacturers of Germany and France seeks to change his position. Address Box 2282, The American Perfumer.

CHEMIST long manufacturing experience Cosmetic, Perfumes, Toothpastes, Shaving Creams, production and laboratory work wishes connection. Address Box 2284, The American Perfumer.

FOR THE BEST

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**PERFUME AND
ALLIED INDUSTRIES**

C O N S U L T

BOOK DEPT.
THE AMERICAN PERFUMER
9 EAST 38th STREET • NEW YORK

The American Perfumer

(Continued from page 47)

About 20% of the oil consists of hydrocarbons.

The oil is distinguished by its very characteristic and powerful odor and has to be used, therefore, with greatest care. The oil finds application in all kinds of perfumes and flavors and to a more limited extent in pharmaceutical preparations. It has stomachic and carminative properties.

Outlook for Hungarian Oil of Coriander:

While production of Hungarian oil of coriander is still very limited, it has during the last year or two served to fill out, at least partly, the gap left open by the unexpected withdrawal from the world market of the hitherto dominating Russian oil. For some reason of interior politics, probably induced by the ever increasing home consumption in connection with the slowly but steadily rising standard of living in Russia, the Soviet government lately have discontinued offering their very large production of coriander seed oil abroad. Russia used to produce and very likely still

produces yearly large quantities of oil of coriander seed. While the present shortage of Russian coriander seed oil and also of coriander seed on the world market should not be taken as an indication that the Russian oil will not reappear some day in large quantities, and just as unexpectedly as it was withdrawn, the Hungarian oil, meanwhile, has been given an opportunity, at least, of becoming known and appreciated. Of course, its final and permanent success will depend mostly upon its price and its ability to compete with the Russian oil, the latter always forming a menacing "Sword of Damocles."

(To be continued)

¹ "Die Ätherischen Öle", Third Edition, Volume III., 455.

² *Deutsche Parf. Ztg.* 20 (1934), 341.

³ "Die Ätherischen Öle", Third Edition, Volume III., 455.

⁴ *Ber. Deut. Chem. Ges.* 14 (1881), 2485.

⁵ *ibidem* 24 (1891), 206.

⁶ *Compt. rend.* 116 (1893), 1460.

⁷ *Wallach-Festschrift*, Göttingen 1909, 654.

⁸ *loc. cit.*

⁹ *loc. cit.*

¹⁰ *loc. cit.*

¹¹ *Ber. Sch. & Co.*, April 1907, 127.

¹² *Les Parfums de France* 1924, 320.

PRODUCTION IN GREECE

The manufacture of toilet preparations in Greece, as a result of the rigid import and other restrictions, has made considerable progress in recent years. The value of toiletries, including cosmetics, toilet and fancy soaps, toilet waters, shaving creams, and dentifrices, was estimated to be about 850,000,000 drachmas in 1936, as compared with 75,000,000 in 1935. Toilet preparations are produced in Greece by numerous small establishments, and consist largely of the cheaper type of products. Prior to 1932 only the needs of the poorer classes were met, but now the local factories supply the greater part of the general demand as a result of the high prices which must be charged for imported preparations. This year a newly built factory will start to manufacture Coty perfumes locally.

During 1936, the limited quantities of toiletries were imported from Germany (floral essences, perfumes, creams and toilet soaps), Great Britain (floral essences, creams and powders), and France (powders, floral essences and creams).—(Assistant Trade Commissioner George Lewis Jones, Athens.)

KRANICH SOAPS

U.S.P. POWDERED CASTILE SOAP

POWDERED NEUTRAL SOAP

SHAMPOOS (Liquid Only)

COCONUT • OLIVE OIL • CASTILE

Specially prepared for repackaging

CLARITY ASSURED

Send for price list and samples

KRANICH SOAP COMPANY, INC.

54-60 RICHARDS STREET

BROOKLYN, NEW YORK

(Continued from page 68)

Frost Company, Montreal, for the low net score for three games. The Wm. Neilson trophy for low gross on three games was won by Duke Dyer. Oak Wallace won the Rigo cup presented by the Richards Glass Co., Toronto, for second low net for three games.

Vancouver Drug Buys Pharmacy

The business of the Anderson Pharmacy, Ltd., Nanaimo, B. C., lately operated by D. H. Anderson, has been purchased by Vancouver Drug Co., Ltd. Mr. Anderson will continue as manager of the store. This makes the 23rd store in the Vancouver Drug Company chain, of which the president is Dr. G. H. Worthington.

W. W. Stephens Addresses Meeting

At the semi-annual meeting of the Drug Trading Co., Ltd., Toronto, W. W. Stephens, general manager, stressed the necessity of manufacturers and distributors taking steps adequately to protect

the principle of price maintenance. He expressed his appreciation to the directors and members of the company for their cooperation and support.

Palmers Offer Christmas Sets

Palmers, Limited, Montreal, have for many years made a specialty of Christmas gift sets. This year it is said that their beautiful packages and range of prices surpass anything yet offered. Most of the sets have a practical secondary use value, such as hose, handkerchiefs, or knickknack containers.

Pinex Renews Advertising Campaign

The Pinex Co., Toronto, has announced that, to coincide with the arrival of the cough and cold season, its regular schedule of advertising has commenced and will include newspapers, magazines, farm papers and radio. The company has agreed to allow full credit upon unsold packages so as to avoid the danger of a dealer finding himself overstocked at the end of the

season. Pinex has been advertised in Canada for the past 25 years.

Dr. R. B. J. Stanbury

Dr. R. B. J. Stanbury, secretary of the Canadian Pharmaceutical Association, Toronto, died at the age of 68 following an intermittent illness. The funeral, held on October 14, was widely attended by druggists and members of the drug industry from various parts of the province.

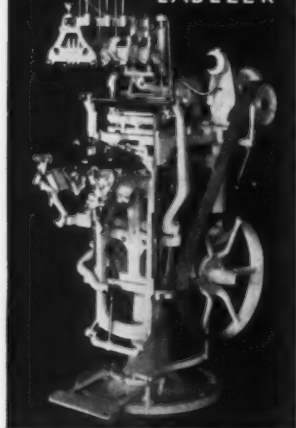
W. S. Kerry

W. S. Kerry, who was for many years president of the National Drug & Chemical Co., Montreal, died recently in this city. Mr. Kerry retired from the presidency of the National Drug Co. about a year ago.

Soap Plant Hit By Conflagration

The Canadian Soap & Chemical Company's plant on Notre Dame St., Montreal, suffered considerable damage by fire which was said to have started in the elevator shaft.

MODEL S IMPROVED WORLD LABELER



The most flexible labeling machine. Easily equipped for labeling any size bottle or jar. Many exclusive mechanical features, developed by manufacturing experience of more than thirty-five years.

Economic Machinery Company WORCESTER, MASS.

Makers of complete line of automatic and semi-automatic labelers.



Mr. Alexander says: "Don't get high blood pressure"

trying to both manufacture and sell." Concentrate on selling! That is the Carlova Plan—which enables you to sell more and better products at bigger profit.

You merely send us the containers and labels. We fill and ship from our two convenient plants at St. Louis, Missouri, and Binghamton, New York.

Ask for quotations—either our formulas or yours!

PERFUMES • TOILET WATERS • ALL TYPES OF CREAMS
BRILLIANTINE NAIL POLISH • ALL TYPES OF LOTIONS
HAIR TONIC • TALCUM • ALL TYPES OF POWDERS

**CARLOVA INC. BINGHAMTON
NEW YORK**

**LONG
WANTED**



and
**Now
Ready!**

A BRAND NEW

NON-METALLIC MINERAL FACE PACK

Your label on Solo's new face pack means a profitable volume of repeat sales. Sold in powder or paste form, packaged or bulk.

Here's what this new pack does: • Absorbs impurities • Corrects Excessive oiliness • Eliminates Blackheads • Reduces enlarged pores • Refreshes the skin • The result is a clear, radiant, youthful complexion.

WRITE TODAY FOR PRICES AND SAMPLE.

WE ARE NOW READY TO SUPPLY CLEANSING
AND REFRESHING PADS...ASK ABOUT THEM!

SOLO LABORATORIES, INC.

341 W. Austin Ave.

Chicago, Illinois

COLOR

O LET US SOLVE! YOUR PROBLEM!

ANILINE COLORS

For Perfumes, Soaps, Shampoos,
Bath Salts, Toilet Preparation Com-
pounds. Nail Polish, Waveset and
Permanent Wave Lotions.

COSMETIC COLORS

For Rouges, Face Powder, Lipsticks.

CARMINE No. 40

SAPONINE

—the Perfect Foam Producer
Eastern representative for
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CERTIFIED FOOD COLORS



LEEBEN CHEMICAL CO., Inc.

Successors to H. LIEBER & CO., Inc.

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THE HEART
OF
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- Oxycholesterin in commercially available form.
- Produces water in oil emulsion.
- Penetrates the skin.

Write for new FALBA booklet just off the press giving valuable technical data and formula hints.

See our Exhibit Booths 409-410

Exposition of Chemical Industries

Grand Central Palace, Dec. 6-11, 1937

Pfaltz & Bauer, Inc.

EMPIRE STATE BUILDING, NEW YORK

Perfume Oil Department

STOP, LOOK
AND LISTEN

For safety's sake consider

NATIONAL COLLAPSIBLE TUBE CO.

PROVIDENCE, R. I.

When
you're
shopping for
**COLLAPSIBLE
TUBES**

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Always Uniform

Today . . . a year from now, your first order or your 100th order, NIMCO LANOLIN never varies. Write for a testing sample today,—note its light color, sweet odor and smooth texture. Try it and see the improvement.

N. I. MALMSTROM & CO.
147 LOMBARDY ST., BROOKLYN, N. Y.

—Refined

FROM SELECTED WOOL GREASES

NIMCO
LANOLIN

ANHYDROUS and HYDROUS, U. S. P.



B E E S W A X

T. L. BRAND • PURE WHITE
Extra Quality . . . U. S. P. and 100% Pure

OVER 85 YEARS OF CONTINUOUS BUSINESS
IN THE UNITED STATES—ESTABLISHED 1852

THEODOR LEONHARD WAX CO., Inc.
HALEDON, PATERSON, N. J.

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Manufacturers of

COSMETIC COLORS

of UNQUESTIONED SUITABILITY

for

LIPSTICKS FACE POWDERS
ROUGES LIP POMADES
COMPACTS EYE SHADOWS

Our Cosmetic Research Laboratory Is Well
Equipped To Cope With Your Color Problems.

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Fine Cosmetic Colors

Ansbacher-Siegle
CORPORATION

Manufacturers of Fine Chemical Pigment Colors

General Offices, Works, and Laboratories

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IT IS SO EASY TO GET
HIGHEST QUALITY

OIL OF BERGAMOT

Simply ask to see the original package. The Law requires that all Bergamot production in Italy be deposited in its warehouse . . . and the coppers and cases clearly marked for easy identification. This is for your protection and is your guarantee of the real product—a product that has been untampered with.

We export through old established firms. We also have our own commercial office which ships Oil of Bergamot, in any quantity, to purchasers throughout the world. Your inquiries Invited.

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SEZIONE BERGAMOTTO

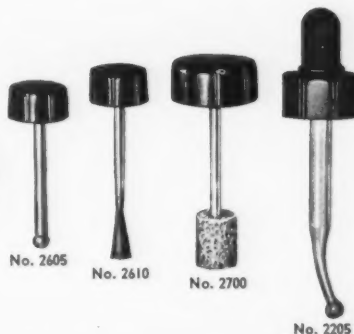
REGGIO CALABRIA, ITALY

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